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82nd YEAR

MARCH, 1959

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Coffee & Tea Industries and The Flavor Field, published monthly by The Spice Mill Publishing Company, 196 Water St., New York, N. Y. Subscriptions \$4.00 a year, 50 cents per copy, March 1959 Vol. 82, No. 3. Second Class Postage paid at New York, N. Y.

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Recent advances in our knowledge of coffee trees

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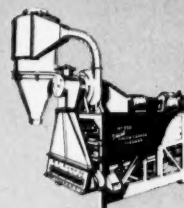
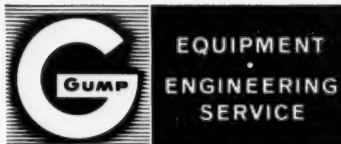
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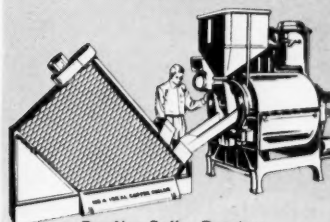
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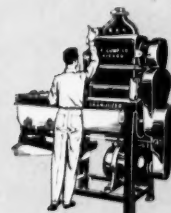
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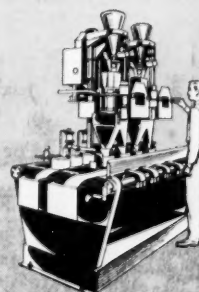
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82nd Year

March, 1959

Vol. 82, No. 3

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Publisher, E. F. Simmons; Editor, Bernard Sachs; Advertising Manager, Ben Kingoff; Business Manager, E. Redmond; Circulation Manager, H. Topper.

Representatives: **New Orleans** — W. McKennon, 731 Dumaine St.; **California** — Mark M. Hall, 1215 Shattuck Ave., Berkeley, Calif.; **Chicago** — Harry T. Lane, 141 W. Jackson St.; **Mexico City** — Douglas Grahame, Apartado 269; **Rio de Janeiro** — A. Sampaio Filho, Rua Quitando 191; **Santos** — Tullio Catunda, Praca Maua, 29-s/217.

Subscription: \$4.00 per year, U. S. A.; \$4.50, Canada; \$5.00, Foreign. Published monthly. Copyright 1959 by The Spice Mill Publishing Co., Inc., 106 Water Street, New York 5, N. Y., WHitehall 4-8733.

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MARCH, 1959

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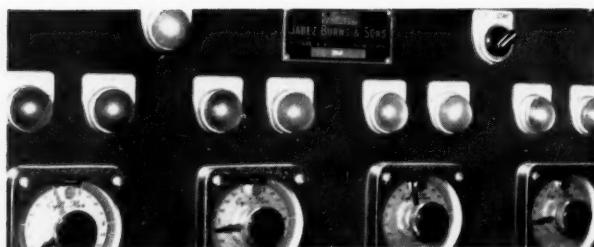
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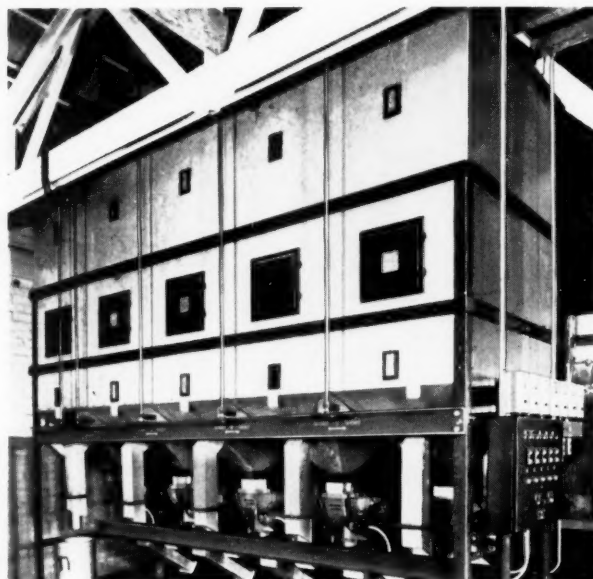


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coffee controls no cure-all for surplus NCA convention told; broad approach urged

Answers must be sought beyond coffee alone, NCA's 1959 conclave is told; see need for production cutbacks, in meantime; call for teamwork to tap U. S. potentials; Prettyman is elected chairman

The mounting coffee surpluses are too big and basic a problem to be solved just by controls—or even by the coffee industry alone.

This broad approach was urged at the 48th annual convention of the National Coffee Association by the organization's president, John F. McKiernan.

He warned that retention quotas or export controls on green coffee should be considered emergency measures only.

Prompt action on surpluses was urged by Thomas C. Mann, United States Assistant Secretary of State for Economic Affairs. The longer we wait, the more burdensome the surpluses will become, he emphasized, since production is increasing faster than consumption.

He said that, in his personal opinion, producing countries had to take two more steps: fix absolute limits on exports and certain excess production.

The problem of coffee surpluses dominated the convention, along with the companion problem of inadequate consumption.

Under the theme of "Time for Teamwork," United States coffee leaders, producing country representatives and marketing experts examined both problems.

U. S. coffee imports of 42,000,000 bags a year by 1980 were forecast by Joao Roberto Suplicy Hafers, president of the Pan-American Coffee Bureau and representative of the Brazilian Coffee Institute.

We will reach those levels if we realize on just three potentials, he told the convention: population growth, more cup consumption per person per day, coffee brewing by housewives at the rate of 50 cups to the pound.

Boca Raton, Florida, a pleasantly familiar site for the NCA conventions, turned on some of its brightest sunshine and balmy breezes, especially refreshing to delegates from chill January climes.

At the closing session, Thomas J. Prettyman, of the Butter-Nut Coffee Co., Inc., Omaha, was elected chairman, succeeding Frederick H. Silence, of Ruffner, McDowell & Burch, Inc.

Named vice chairman was Arthur A. Anisansel, of the Imperial Commodities Corp., New York City. Elected treasurer was J. A. Durland, of Cain's Coffee Co., Oklahoma City.

Named to the board of directors for three year terms were James F. Sullivan, F. W. Ehrhard & Co., New York City; George Harrison, Harrison Coffee Corp., Paterson, N. J.; Austin A. O'Brien, Byrne, Delay & Co., New Orleans; B. F. Close, B. F. Close Co., Cincinnati; Rueben W. Hills, III, Hills Bros. Coffee Inc., San Francisco; Rodger Baker, Safeway Stores, Inc., San Francisco; and George M. McEvoy, J. Aron & Co., New York City.

Mr. Silence, the retiring chairman, was elected to a two-year term to complete Mr. Anisansel's unexpired term.

The industry must face up to the "over-awing" surplus, Mr. McKiernan told the convention.

"It would be folly of the most dangerous kind to delay a realistic evaluation of what impends," he warned. "The harsh truth of the matter is that we are challenged by problems which might well prove beyond our ability to solve, unless they are faced realistically, objectively, and with a spirit of understanding, good-will and self-sacrifice."

He said the industry was plagued by "the ironic anomaly of perilous plentitude, aggravated by a deficiency of demand."

The surplus problem is much too basic for retentions or even export controls to be considered as cure-alls, Mr. McKiernan declared.

He cited Dr. Milton Eisenhower's comments after returning from a tour of Latin America:

"If coffee prices are stabilized at a satisfactory level for a time, this in itself will give impetus to the present trend of increased production. Production is going up considerably faster than consumption. So a quota system alone eventually could worsen matters for the producers. If adopted, it must be accompanied by unrelenting efforts to widen markets, to reduce production costs, to increase

(Continued on page 36)

Business . . .



Left: NCA President John F. McKiernan with officers elected by the 1959 convention: From left: Thomas J. Prettyman, The Butter-Nut Coffee Co., Inc., chairman; A. A. Anisansel, Imperial Commodities Corp., vice chairman; J. R. Durland, Cain's Coffee Co., treasurer; and Mr. McKiernan.

Center, left: Some of the coffee industry's Joe Colleges and Betty Co-eds at the convention's "Varsity Drag Night". Center, right: Participants in the "Coffee Revue of 1959" being rated on the applause meter. The revue proved coffee talent.

Bottom, left: Bright sun shone as coffee golfers pitted skills. Here, (from left) are Overton Dickinson, E. M. Manning, Carl F. Hull and Herman F. Baerwald. Bottom, right: Paul Gibsone, of Bogota, landed this 7' 11½" sailfish to win top prize.

Fun . . .



. . . and sport



meeting the problem of the surplus

By THOMAS C. MANN, Assistant Secretary of State for Economic Affairs
United States Department of State

Not only is coffee vital to the current stability and well-being of several national economies, but the health of the industry will determine in large measure whether governments will find it possible to respond to grass-roots pressure for economic development. The speed with which development can go forward—indeed, whether there will be a satisfactory rate of development in these countries during the next decade—is directly related to coffee.

And not only is coffee important to the producing countries, but it provides the bulk of the foreign exchange used by these countries to buy *our* exports; about 20% of our total world exports is bought by coffee economies. Other consuming nations have similar trade interests.

I am sure we can also agree that economies which depend on coffee are faced with difficult problems. World consumption is about 38,000,000 bags a year and world production this year was somewhere in the neighborhood of 52,000,000 bags. Existing reserves are between 15,000,000 and 20,000,000 bags and it is obvious that to this total must be added the excess production of this year's crop.

There is, therefore, a serious imbalance between world production and consumption. Not only that, while consumption increases at the rate of only 2% to 3% a year, production both in America and in Africa continues to increase by a substantially larger percentage. The longer we wait the larger the burdensome surpluses will become, and the more difficult it will be to find a solution.

There are two ways in which this imbalance can be corrected. One would be to permit the automatic operation of economic laws to take place. The first phase of the classical cycle would be for excess production to exert its pressure on the market, driving prices down to the point where it would no longer be profitable to produce. After a period of time, this would result in cutbacks in production to levels below consumption, with the result that prices then would begin to rise again. And better prices, in turn, would operate to increase world production again, thus completing the full cycle and laying the groundwork for a repetition of the same phenomenon.

All of us here are aware of the fact that in the past, raw coffee prices have fluctuated between 5¢ and 95¢. Fluctuations somewhere in this range would occur again if there were no controls. And I think the same type of fluctuations, perhaps in a delayed and less violent form, would occur if one or two producing countries attempted to stem the tide alone.

Another way is to find economically sound procedures for mitigating the severity of these fluctuations in a manner that is fair to the producer and consumer alike.

The United States, at the request of many coffee producing countries, recently decided to cooperate in seeking a constructive multilateral solution to the problem through the Coffee Study Group. I do not disguise the fact that this is a most difficult and complex task. The method we have chosen can even be called an experiment. Without the

(Continued on page 25)



NCA President John F. McKiernan (left) with first-day speakers at the 48th convention. From left: Thomas C. Mann, Assistant Secretary of State for Economic Affairs; Francois Gavoty, vice president of the Special Coffee Study Group; Manuel G. Escalante, chairman of the board of directors, Latin American Coffee Agreement.



Platform speakers the second day included dynamic Carl Millman, president, Automatic Merchandising Corp.; NCA President McKiernan; Joao Roberto Hafers, president, Pan-American Coffee Bureau; Robert M. Stelzer, president, Student Marketing Institute, Inc.; Eugene G. Laughery, president, The Coffee Brewing Institute, Inc.; Thomas J. Prettyman, who presided at this season.



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Top photo shows a view of the modern city of Abidjan, the main port of Ivory Coast. The second photo illustrates a typical coffee tree nursery in the interior. The third photo pictures the spraying of coffee trees with up-to-date equipment. On the lower left is shown a native type drying bed, although the more modern method of drying on concrete is widely used. The center picture illustrates one of the mobile hulling units in use in Ivory Coast. On the right is shown one of the new cleaning and warehousing plants in Abidjan.

the Latin American Coffee Agreement

By MANUEL G. ESCALANTE, Chairman
Board of Directors
Latin American Coffee Agreement

Manuel G. Escalante is also Ambassador of Costa Rica to the United States.

The purpose of the Latin American Coffee Agreement is to adjust the coffee supply to meet the demand and bring about an orderly placement of the product in world markets.

Trying to balance the world supply with its expected demand of 38,000,000 bags in the coffee year October, 1958 to September, 1959, the signatory countries of the Latin American Coffee Agreement are going to keep in reserve between 11,000,000 and 12,000,000 bags of coffee of this year's crop. This supply should meet the demand and prices should stabilize at the level presently attractive to consumers. Thus, all producing countries and areas of the world should benefit from the unprecedented joint effort in this hemisphere.

When an agreement such as this goes into effect, the first few months usually prove to be very difficult ones for those participating countries which have not had any experience in being subject to such restrictions. I want to emphasize that despite this lack of experience, these countries are making every effort to participate fully in the program, and they are effectively cooperating to bring order to the

market. I have complete faith that the market will become more and more orderly every day. Furthermore, I see no reason that there ever should be a disorderly market if the coffee demand equates the coffee supply.

The Board of Directors decided that coffee reserves accumulated as a result of the Agreement are not to go to the international markets, except in the case specifically prescribed by the Agreement itself, and, therefore, should not constitute a price disturbing threat.

The signatory countries of the Latin American Coffee Agreement also have decided to study ways of increasing their sales in Western Europe. The population of Europe is about twice that of the United States. Should it be possible to raise average Western European consumption to a level only half of what it is in the United States, the market for coffee would increase several million bags a year.

This is not wishful thinking. In tastes and cultural heritage, there is a great similarity between the United States and Western Europe. Why, then, do Europeans drink only half as much coffee as Americans? Of course, their incomes are lower. But this is not an insurmountable ob-

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The Coffee Revue of 1959



"The Coffee Revue of 1959" gave NCA's convention some of its more memorable moments. For example, the three sisters from California with the overpowering charms—E. A. Johnson, Jr., Ed Manning and Ruben Hills III (not necessarily in that order, but who can tell?). That kittenish couple is Dick Balzac and his wife, who sang a "Persian Cat" duet. The man with the gun is Fred Schoenhut, who managed to "shoot" an apple off white-jacketed Jack McCarthy's head, after potting some ducks passing overhead.

Master of ceremonies Ed Johnson, Jr., is introducing Will and Tell. What's coming out of that eloquent warbler at the right is "La Cucaracha". He's Jim Carson, who can be an astonishingly able troubadour. Not shown is Mrs. E. M. Manning, who won first prize with a folk song she understandably altered to "Red is the Color of My True Love's Hair." The Balzac's were second on the applause meter. Vincent Campbell did a touching "Sonny Boy", and Diamond & Anderson presented a piano and banjo duet.

the path to international agreement

By FRANCOIS GAVOTY, Vice President
Working Committee
International Coffee Study Group

Mr. Gavoty is also Commercial Counselor to the French Embassy, in Washington, D. C.

Since 1948, world coffee production has been increasing at an annual average rate of 5%. But the average rate of increase of world imports has been 2% per year. Consequently, and especially in the last three years, vast surpluses have been piling up in producing countries, creating an imbalance between supply and demand which could result in a major crisis.

In October, 1957, the first active measures were taken by seven major Latin American producing countries, which agreed to regulate their exports over the following year by retaining a quota of their exportable crops. This arrangement was known as the "Mexico Pact."

In January, 1958, Brazil called a conference of producers and consumers in Rio de Janeiro, which set up an International Coffee Organization, with headquarters in Brazil, to promote world consumption of coffee.

Last, but not least, the National Coffee Association officially recognized, in January, 1958, that some method of

stabilization had to be found and implemented, if the coffee industry were to operate on an orderly basis and remain healthy.

Consequently, the formation of the Coffee Study Group in June, 1958, was not unexpected. In fact, the new coffee year, beginning July 1st, was facing a carryover of at least 16,000,000 bags and an exportable production estimated to exceed the preceding one by more than 6,000,000 bags, 92% of which were expected from South America alone. The "Mexico Pact," which had definitely been useful in maintaining prices, was due to expire at the end of September. It was obvious that in order to maintain some kind of balance between supply and demand, new measures had to be applied, with the participation of as great a number of countries as possible.

Actually, two working groups were formed within the Coffee Study Group. One was divided into two subcommittees, the first composed of representatives of the Latin American countries, the other of spokesmen for the African producers and presided over by the United States rep-

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Green Giants . . .



Before the historic softball battle on the South Lawn at Boca. The Green Giants (left) went down to defeat before the Robot Roasters. On the green team were (kneeling, from left): Glendy Munson, Jr., Lafaye & Arnaud; Vincent J. Diez, Machado & Co.; E. F. Trainor, Moller Steamship Co., Inc.; J. J. Schwartz, T. Barbour Brown & Co. Standing: Bert Canal, Canal & Co.; team captain Fred Schoenhut, C. E. Bickford & Co.; Joseph Colaciello, James W. Phye & Co., Inc.; Jack McCarthy, C. E. Bickford & Co.; John Dreyfous, J. Aron

vs. Robot Roasters



& Co., Inc. On the roasters' team were (kneeling, from left): Ralph Lombardi, Machado & Co., who was softball chairman; James Alexander; J. Elliott Burt, Reamer, Turner & Co.; team captain Nate Schmid, The Woolson Spice Co., who was acclaimed the most valuable player. Standing: M. E. Pavitt, American Bag & Paper Sales Corp.; Edward Hill, Merrill Lynch, Pierce, Fenner & Smith; E. D. Reeves, Tenco, Inc.; John A. Tobin, Cosmopolitan Shipping Co., Inc.; Joseph W. Hatch, Colonial Stores, Inc.



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tools for more consumption

By EUGENE G. LAUGHERY, President
The Coffee Brewing Institute, Inc.

The goal for this industry is obvious: greater consumption of the beverage by the consumer and, hence, ever-increasing sales of the commodity by the roaster and the grower.

Now this is a basic definition of *what* the goal is. *How* it can be achieved is another matter and one to which the industry has recently been addressing itself with increasing vigor.

I have in mind the strides made during the past year in support of the better-brewing campaign. The impact this program has had on the trade is both encouraging and significant. For the first time in a long, long time, roasters are again coming to the realization that it's the goodness of the beverage in the cup that sells coffee; that it is not only prudent but profitable to teach customers how to get the best flavor out of their blends.

That's all to the good, as far as it goes. I qualify my praise, because I am not naive enough to believe that everyone is hopping on the good-brewing bandwagon, and that from here on out, the road will be smooth and uncluttered. Unfortunately, there will always be a few, some in a position of dominance, who will decide to play it their way at the expense of the industry as a whole.

It is precisely such situations that weaken and, in fact, nullify any chance for real and aggressive teamwork by the entire industry—teamwork that in the end would benefit every single element interested in the commodity coffee, especially the consumer.

This problem has confronted us, and continues to confront us. On occasions too numerous to mention, we've gotten the full endorsement of roasters regarding our recommendations. They have been genuinely interested; they have recognized the virtue and practicality of the sug-

gested course. But when it came to implementing the program, they hesitated. Why? Because, according to them, the type of competition they faced made it impossible. They have been compelled to resort to expediency. Such expediency works in accordance with the law of diminishing returns.

What do I mean by the law of diminishing returns in this case? Just this—that as long as the stretching of the brew is recommended, not only will the strength of the beverage be increasingly weakened, but sales and consumption of the commodity will decrease.

Worked to its logical conclusion, stretching could quite conceivably drive coffee from its vaunted place as America's favorite beverage.

This is not sounding an unnecessary alarm. A recent survey by *McCall's Magazine* indicated that 83% of the homemakers are using one half pound of coffee, or less, to do the job of a full pound.

Our experience has emphasized the fact that these same women want to make a good cup of coffee. The fact that they do not achieve their desire means but one thing. The coffee industry has not told them how to use its product to best advantage.

They do not use enough coffee. They use different size measurements. They think different types of coffee-makers require different quantities of coffee. They think they can vary the grind they use and get more mileage out of the coffee. In many instances, bitterness is confused with strength. Flavor is completely lost.

This same survey recommends: "Here's how you can help emphasize the importance of a *recipe* for coffee making.

(Continued on page 48)

At Reception for Coffee Conventioneers



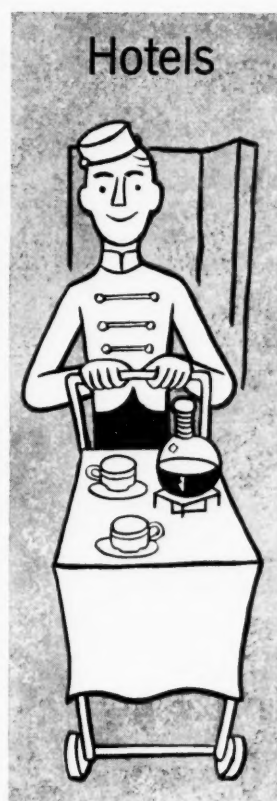
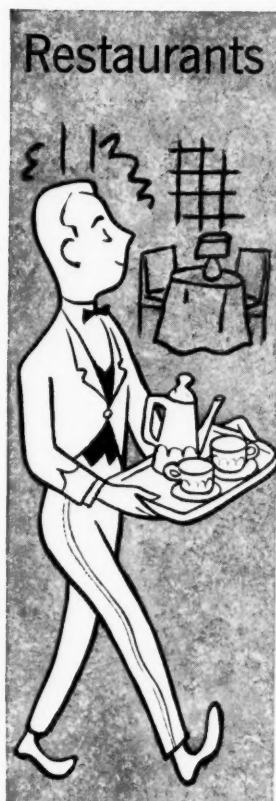
Relaxing at a reception for coffee conventioneers in Boca Raton's Cloister Lounge are (left) George V. Robbins, General Foods Corp.; Mrs. Robbins; Carlos Cordero, Coffee Growers Association of El Salvador; Joao Roberto Hafers, Pan-American Coffee Bureau and



Brazilian Coffee Institute. Center: Eric K. Klausmann, Mrs. Klausmann, Mrs. Gustav Wedell and Mr. Wedell. Right: Ralph T. Reeve, Bowen Engineering, Inc.; Joseph J. Quinn, Jr., also of Bowen; Rodger Baker, Safeway Stores, Inc.; Dexter A. Smith, Bowen.



Fact: More and more coffee is
being consumed away from home!



Want a bigger share
of this growing market?

"Away-from-home" consumption of coffee is at an all-time high, and is continuing to grow! One of the greatest sales advantages you can offer is the *assurance* that your fine blends will be received at their very *freshest*—*vacuum-packed*, of course, in convenient, economical metal containers!

Canco is ready to give you "all-out" service—containers for every purpose, line engineering, closing and vacuumizing equipment, prompt and dependable supply and many other Canco "extras."

Get your sales off to the *best* start by calling the man from Canco today!

CANCO
Division

AMERICAN CAN COMPANY

New York · Chicago
New Orleans · San Francisco



Ready to try their skill in the coffee golf tournament are (from left): Donald Cady, The Nestle Co., Inc.; Gary Nixon; Edward T. Down, Martinson's Coffee, Inc.; and D. T. McFadden, American Can Co.



These golfers turned up a number of winners. From left: Robert R. Quinlan, B. C. Ireland, Inc.; Thomas W. Kelly, Breed, Abbott & Morgan; J. L. Robinson, Jabex Burns & Sons, Inc.; J. D. Anderson, Southland Coffee Co.; Philip I. Eisenmenger, Standard Brands Inc.



Waiting to tee off are W. Connell Englisbee, Ruffner, McDowell & Burch, Inc.; George W. Peabody, Tenco, Inc.; Foster Blackburn, U. S. Department of Agriculture; Richard F. Balzac, Balzac Bros. & Co.



In this foursome are Clarence Irish, Hoosier Coffee Co.; James Carson, The Coffee Brewing Institute; Mrs. John Zitz; Mr. Zitz, Hill-Shaw Co. Lewis Oehmig, Fleetwood Coffee Co., chaired golfing.

golf, fishing

Under blue, semi-tropical skies, coffee people at the 48th annual convention of the National Coffee Association took full advantage of the sports facilities at The Boca Raton Club, familiar Florida stamping grounds for the NCA conclaves.

Golf, fishing, tennis, and softball led the outdoor activities, with the first two—as usual—the most popular.

Indoors, there were tournaments in bridge and canasta.

Champion golfer this year was James V. Gurge of the Holland Interamerica Line, who was awarded the Pan-American Coffee Bureau golf trophy. Other top winners in the men's golf tournament were Lew Oehmig, Fleetwood Coffee Co.; Weldon Emigh, Weldon H. Emigh Co., Inc.; Robert S. Hatfield, Continental Can Co., and Robert R. Quinlan, B. C. Ireland, Inc.

Other winners in the men's tournament were A. J. Rasch, E. J. Salerno, E. T. Down, J. L. Robinson, A. E. Larkin, Jr., J. A. Sherman, Thomas W. Kelly, R. E. Pentz, R. A. Sutherland and D. T. McFadden.

In all, 40 delegates won handsome prizes for leading the field in the men's golf tournament.

Chairing the golf tournament was Mr. Oehmig, assisted by A. A. O'Brien and R. B. Sasseen.

Top winners in the ladies' golf play-off were Mrs. Alan V. Bories (J. Aron & Co., Inc.) and Mrs. George E. White (Maxwell House Division, General Foods Corp.).

During the three days of the fishing tournament, 12 sailfish were caught, according to W. Ferd Dahlen, who, as usual, ably headed up arrangements for this activity. The sailfish were all of a fairly good size, which made it rather difficult to award prizes, Mr. Dahlen commented.

Coffee men from producing countries managed to land the two top prize-winning sailfish. Paul Gibsons, of Bogota, Colombia, brought in the biggest one, 7' 11½". Second prize went to Alberto Gunderson, of Mexico, whose catch was only seven inches shorter.

For several years now, shark has been ruled out of the prize money. But R. Kenneth Newhall, of the First National Bank of Chicago, brought in a 518 lb. whopper, and that took a lot of skill. He was therefore awarded third prize.

Fourth prize, for the most unusual fish, went to Daniel F. Lyons, of the Illinois Central Railroad, for his 24½ lb. cobia.

A barracuda which tipped the scale at 23¾ lbs. brought fifth prize to William H. Moldt, of the Manhattan Coffee Co. The next heaviest fish, a 23¼ lb. amberjack, nailed down sixth prize for E. D. Reeves, of Tenco, Inc.

The ladies did well, indeed, on the blue waters. Mrs. Charles Mattman, wife of the Moore-McCormack Lines executive, landed a sailfish which measured 7' 2¾". It gave her first prize in the ladies fishing tournament.

Second prize in this category went to Mrs. Don Petersen,

top coffee convention sports

(The deWitt-Nash Co.), who brought in a 70 lb. sailfish, the second heaviest caught by anybody at the convention. It was, moreover, Mrs. Petersen's first try at deep-sea fishing!

The south lawn at Boca was the scene of the annual carnage that was supposed to be a softball game. By the time the smoke had cleared, assorted charley horses, aches and bruises, not to mention sore arms, were mute testimony to the final score of the "pitcher's battle," 21-17.

The Robot Roasters wound up their springs and uncoiled 11 runs in the very first inning. Led by their indomitable captain, Nat Schmid of the Woolson Spice Co., the Roasters hung on grimly, waiting for the Green Giants to counterattack.

It was not long in coming. Fred Schoenhut's charges came roaring back, fighting desperately to close the gap. But, alas, time, or rather innings, had run out.

Nat Schmid was acclaimed the outstanding player in the game. Jay Schwartz, of T. Barbour Brown & Co., came in for his share of the laurels, too. He unloaded a tremendous drive over the left fielder's head, for a home run. They're still looking for the ball.

Heading up the softball arrangements was Ralph Lombardi, of Machado & Co.

A round robin men's doubles tennis tournament was run off on the new courts of the club. Reports George C. Dangman, of Johnson & Higgins, tennis chairman: "The new facilities are quite an improvement over those we found last year, even though the players complained about the long hike back to the hotel after a few hard sets. There have been some facetious suggestions about the advisability

of helicopters, bus service or at least golf buggies fitted with oxygen masks.

"After the fuzz was beaten off numerous tennis balls, the results showed the winners to be Joe Hatch, of Colonial Stores, Inc., and Don Diamond, of the A. C. Israel Commodity Co., Inc., with the runners up John Dreyfus of J. J. Aron & Co., Inc., and Abba Bayer, of James W. Phyfe.

"The tournament ended in a photo-finish with a total of two games separating the winners, and this small margin for the Hatch-Diamond combine was attributable in no small way to the rooting of Mrs. Hatch for hubby Joe.

"Don Diamond feels he has the tournament all sewed up in his back pocket after being on the winning team two years running, but what he doesn't know is that we have instigated the usual Congressional monopoly investigation.

Mrs. Hans Fraenkel strove mightily to get enough ladies interested in playing to fill out a women's draw and by so doing add some beauty to the brawn, but unfortunately for all of us, the gals refused to show. We wish her better luck next year and the same wishes to the non-winning (similar to-losing) men's participants who helped make the matches fun for all."

Winners of the bridge tournament were Mrs. J. W. Gehrkin (American Bag & Paper Sales Corp.) and Mrs. C. F. Smith, (Jabez Burns & Sons, Inc.) In Canasta, the winners were Mrs. Walter Katzoff, (Superior Tea & Coffee Co.) and Mrs. Francis X. Scafuro, (Bank of America).

Chairing the ladies' events was Mrs. R. B. Sasseen, assisted by Mrs. J. L. Antrim, Jr., Mrs. R. E. Atha, Sr., Mrs. H. A. Fraenkel, Mrs. E. A. Johnson, Sr., and Mrs. A. L. Ransohoff.



Left: That swordfish, a 70-pounder and second heaviest in the convention tournament, was caught by Mrs. Don Petersen, the smiling lady with the fishing rod. It was her first try at deep-sea fishing! With her (from left) are John Egidy, Columbus Line; Barbara Heuman; Mr. Petersen, deWitt-Nash Co.; John Heuman, Continental Coffee Co. Center: Starting out for what turned out to be good fishing are Mr. and Mrs. E. M. Manning, Manning's,

Inc.; J. D. Anderson, Southland Coffee Co.; Thomas Gilmore, The Borden Co.; Richard F. Balzac, Balzac Bros. & Co., Inc. Right: More proof of how well the ladies did at fishing. That's Mrs. Charles Mattman who caught the sailfish, which measures 7' 2 3/4". It brought her first prize in the fishing contest for the distaff side. With her are Basil Naumann, Naumann, Gepp & Co., Inc., who caught two swordfish himself, and Lloyd K. Cummings, J. A. Folger & Co. (Kansas City).



summer after summer

**MORE
IS MADE
BRAZILIAN
THAN WITH**

Every U.S. citizen buying coffee has free choice among scores of kinds and brands available. And yet, year after year, the Brazils continue to outsell all others—both for hot coffee and for iced. This consumer preference is a tribute to the quality and variety of the Brazils. They satisfy a wider range of taste with their rich

BRAZILS ARE PREFERRED



ICED COFFEE WITH COFFEES ANY OTHER

body, full flavor and fine aroma. Particularly in iced coffee, these elements of the supreme quality of the Brazils will prove themselves again this summer. For they will not be dissipated by the refreshing chill. As more people drink more iced coffee, you can be sure that they will drink more Brazilian coffee.



**THE
BRAZILIAN
COFFEE INSTITUTE**

120 WALL STREET, NEW YORK 5, N. Y.

time for "teenwork"

By ROBERT M. STELZER, President
Student Marketing Institute

Teenwork—T-E-E-N work—is vitally important work to you. This is, of course, a play on words—but teens—17,000-000 of them—are not a play word for the coffee industry. There is no more necessary work for you than successfully reaching, influencing and selling American teenagers on coffee.

Teens are beverage consumers themselves. They exert a strong influence on the purchasing habits of their families. They are hosts and hostesses at numerous parties and get-togethers. And in a few years they will be homemakers of their own.

In a few years? Why, right now one-third of all 18 and 19-year-olds are already married. One-half of all new brides are 19 and under. One-fourth of all first time mothers are in their teens.

But here is the real importance. If you don't get teenagers drinking coffee, and drinking it soon, you may lose them forever. And if you lose them, if you lose an entire generation now and keep losing them in the future, you yourselves are also lost.

There are two points to remember in dealing with teenagers:

1. *It is easier to start a habit than to stop one.*
2. *With youth, first impressions last.*

These two points are slogans which are the byword of those of us in the youth market. Let's see how they apply to you in the coffee industry. Today's teenagers have already started their habits in the beverage field and they are not good habits for the coffee industry. Other beverages

—both hot and cold—have been adopted by today's teenagers, have become habitual with them. And remember, it is easier to start a habit than to stop one.

Don't worry about possible repercussions in developing teen-age coffee drinking habits. Research studies conclusively prove that there is no objection to teens 16 and over drinking coffee. With many teenagers, their first impression of a cup of coffee is that of a bitter beverage whose taste is not to their liking. They have been exposed to the watered down, sloppily brewed cup of coffee too prevalent these last years. And with youth, first impressions last.

It is time for everyone in the coffee industry to get behind an industrywide program on a nation-wide level utilizing methods and media which have been successful for others in reaching, influencing and selling this teenage market.

The National Coffee Association has taken the first direct step by producing "everybody Wonders." In the 12 years I have directed the activities of my firm in conducting youth market activities for leading organizations of the United States, I have never seen such an enthusiastic acceptance of an industry-sponsored booklet.

But this is only a first step, and any first step needs strong support, as well as proper guidance. It is up to you to help promote this booklet, to see that it is put into the hands of young people, their teachers, parents and others who influence them and in turn are influenced by them.

What are the other steps that must be taken, and quickly, before it is too late to get teenagers drinking coffee—properly

Back to the Roaring 20's . . and "Varsity Drag" Night



"Varsity Drag Night" at Boca. In that happy foursome at the left are E. A. Johnson, Sr., Mrs. Arthur Ransohoff, Mrs. Johnson and Arthur [Red Mop] Ransohoff himself. The three Joe Colleges in the center are William H. Sibrava, of the Irving Trust Co.; Charles E. Rogers, now retired and succeeded at Irving Trust by Mr.

Sibrava; James Carson, The Coffee Brewing Institute. At the right are Paul Zimmerman, Carl Borchsenius Co., Inc.; William Buse, of Borchsenius' Guatemala office; Mrs. Buse; Charles W. Duncan, Sr., Duncan Coffee Co.; Mr. Borchsenius. Coffee people returned with zest to Roaring 20's.



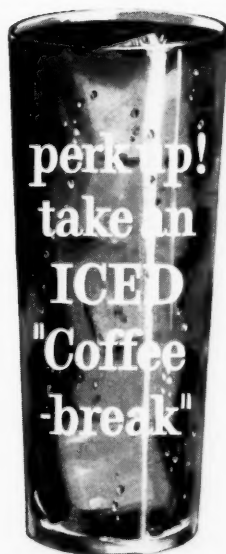
BUILD SUMMER COFFEE SALES

Order your Iced Coffee Merchandising Materials early so your customers can use them from June on!

Join in the drive to build coffee sales all summer long. These display materials can help to sell your brand. Be

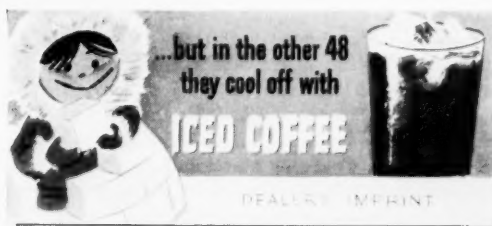
sure to order early—so they can be put up in restaurants and grocery stores by the time the weather turns hot.

OFFERED AT HALF-COST:



Restaurant Menu Tip-on, full color, 3¼" x 4", with price spot. 50¢ per hundred (minimum order 100).

Giant glass, full color, 28" x 11"—for windows, pillars, walls and mirrors. \$3.00 per hundred (minimum order 25).



Restaurant and Grocery Store Banner, full color, 20" x 8½", with space for related food item and price—or your brand imprint. \$3.00 per hundred (minimum order 25).

NOTE: PACB also has prepared newspaper mats in one and two column sizes to help you tie in Iced Coffee with your brand. Radio commercial suggestions and a TV-telop are also available to you.

Your full Merchandising Kit contains samples of all the above materials. If you have not yet received it, fill in and mail this coupon today.

MARCH, 1959

PAN-AMERICAN COFFEE BUREAU
120 Wall St., New York 5, N. Y. Dept. A

Gentlemen:

Please mail me one of the Iced Coffee Kits today.

NAME _____

ADDRESS _____

CITY _____

ZONE _____

STATE _____

brewed coffee that they can enjoy? Here is a six point program:

Point 1: Research the teen market. Get the facts on teen coffee use, likes and dislikes. Find out how coffee can be made an integral part of teenagers' daily lives, in their everyday activities. A small initial investment in sound research will return dividends in increased sales of coffee at decreased costs.

Point 2: Advertise. Use existing media to reach the older teenage market with the coffee message. Magazines, radio, TV, newspapers, etc., are all useful, but use your advertising money wisely, since each medium has its own special techniques that will produce the best results. And use advertising copy that appeals to the teens.

Point 3. Sample them with coffee. Teenagers are the greatest "groupers" in the world. They do things together, in clubs, at parties, on picnics, in school. Sample them with coffee, good coffee brewed as recommended by the Coffee Brewing Institute, at their organized group activities. Show them that drinking coffee is enjoyable.

Point 4. Promote coffee to teenagers. Get teens coffee-conscious through contests beamed directly at them. How about a contest working through schools and youth organizations for making coffee drinks using full-flavored, richly brewed coffee? But be sure to make these contests easy to enter, with a lot of winners, even if the prizes are small. Teens love to win.

Point 5. Publicize the benefits—yes, the benefits—of coffee. Get coffee favorably mentioned in the hundreds of teen columns in newspapers throughout the United States, in food pages of teenage magazines, in publications of high schools and youth groups, and by disc jockeys and teenage idols.

Point 6. Educate teens and those who influence them about coffee. Material on coffee is a natural for the classroom. Home economics teachers want to know about coffee brewing, coffee serving. Geography teachers are interested in learning where coffee comes from and how. History teachers would like to tell their students the part that coffee played in developing North, Central and South America, and in recent years, Africa, too. Certainly the Pan-American Coffee Bureau can be of aid here. School teachers—and parents—may not know that a cup of coffee has less caffeine than some bars of chocolate or a bottle of a carbonated beverage. Educational material on coffee can be very effective. Always have it prepared by people who are experts and checked by those who you would like to use it.

Researching, advertising, sampling, promoting, publicizing, educating—these points are vital. But these activities in themselves will only succeed if they are properly planned, conceived and conducted by an organization which specializes in reaching, influencing and selling the teenage market, and has gained the experience to know what methods and appeals will be successful.

You see, teenagers today are different than their counterparts in any other generation, and the patterns of their present day social life are of utmost importance to the coffee industry. Teenagers are, above all, sociable creatures—more so than any other age group. They spend much time with their friends. Their social life is relatively uninterrupted by responsibilities. Too, they are at an age of insecurity, of exploitation, of wanting and needing the companionship of contemporaries.

Trade Roast

By DOUGLAS WOOD



"Do you mind initialing a slight change in the contract?"

Now, what does this mean in terms of coffee? It means that they also need a sociable drink—one which will reflect their new-found adulthood—an ice-breaker among themselves at home, at school, as sports events, at work and on dates. Many teenagers are still at the tail end of the awkward age when they must have a conversational auxiliary—something to sip, or something to drink.

Teenagers are also extremely diet and grooming conscious. They are aware of the caloric hazards of soda fountain concoctions. They actively seek and welcome a beverage that will fit into their way of life, that will fill their needs. This beverage can be coffee.

Two-pound jar introduced for Alta Coffee

First major change in many years in the packaging of ground coffee has been made by the Alexander B&J Co., San Francisco, which recently introduced a two-pound jar for its Alta brand of vacuum-packed coffee.

Distribution is through grocers in Northern California and Nevada.

The wide-mouth jar can be re-used for storing kitchen cooking supplies, such as macaroni, rice, flour and sugar. The glass container has blown-in instructions which advise homemakers, "Do not fill above this line when used as a freezer jar." The jars can be decorated with decals and used as vases and planters.

The Owens-Illinois Glass Co., San Francisco, supplies the two-pound jars; Bernardin Bottle Cap Co., Evansville, Ind., the two-piece closures; and the Louis Roesch Co., San Francisco, the labels.

meeting the problem of the surplus

(Continued from page 11)

trappings of a formal organization and with minimal expenditures, the major producing and consuming countries have come together to exchange views and to develop an understanding of the problems which face them. I think we can all take considerable satisfaction from the fact that all major producing and consuming countries have not only agreed to participate in the Coffee Study Group, but have given generously of their time and talent to find practicable solutions.

Difficult problems have been posed for all the participants. In spite of these difficulties, and in the space of only a few months, two separate exporter groups have been formed, one Latin American and one European, which have made undertakings to limit their exports. One hears from time to time expressions of concern that these agreements have not been more effective. The surprising thing is that they have accomplished in a short space of time as much as they have—accomplishments which I am sure have prevented sharp and disastrous declines in the price of coffee.

In spite of these achievements, there are some who have misgivings about efforts to stabilize the industry. These misgivings are understandable, for they are based on real problems for producers, consumers and the buyer-producer group alike.

The producer who is asked by his government to refrain from exporting his total crop is apt to consider what his profit might have been had he been able to export his entire crop at a high price; and he is also likely to compare his sacrifices with the sacrifices of others. I would be the first to concede that there should be equitable sharing of the producer burden and that efforts to find a formula which takes into account all the circumstances and is fair to all should be continued. At the same time, it is also true that any "losses" which producers may sustain as a result of stability are less than they would sustain if efforts to reach a multilateral understanding fail and the industry were to start on the downward part of the cycle to which I have already referred. And if the individual producer gains by international cooperation, it is also true that the economy of his country gains even more.

As for the consumer, or as we usually say in the United States when we are speaking of coffee, the "housewife," we

Coffee quotas — import and export

"Much has been said about the necessity of import quotas in the United States; these depend upon Congress and 'actually' on the long-run attitudes of my people, and also the needs connected with prices in the market and on the problem of the producing countries.

"An export quota on your part is a reciprocal responsibility, and I am certain that what we need is an equitable solution with all the world accepting its share of the responsibility. Up to now, the efforts on the part of the governments, their businessmen, the producers of coffee and the consumers have been very good and I hope that this cooperation will continue even more, obtaining, as had been said, an even higher degree of cooperation."

"We have talked within the government, the executive branch and various agencies of the government. I believe that during this session of Congress, we will have the opportunity to explain our coffee problem, not only for Colombia but for all America, because any presentation of the problems of Americas has to include coffee."

—R. R. Rubbottom, United States Department of State, speaking in Bogota, Colombia.

do not have to ask our memories to carry us very far back in time to recall the days when good quality coffee was selling for \$1.35 a pound. If we assume that production and consumption are to be stabilized at levels fair to consumer and producer alike, the consumer will in the long term benefit by the elimination of violent fluctuations in price. Furthermore, consumers in all of the principal coffee consuming nations of the world are also citizens of the free world, and as such they gain from a healthy and stable trade which strengthens free world economies of so many allied nations.

Even from the standpoint of the true interest of the coffee trade, I wonder whether it is desirable for commercial stocks to be reduced to one-third of their normal level so that both seller and buyer, processor and consumer, must operate on a day-to-day basis, fearful that a purchase today will result in a heavy loss tomorrow.

I would, however, be less than candid if I did not also express my personal opinion that the exporting nations, if they are to devise a truly effective program for the future, must take two additional steps.

First, they must agree on a formula which fixes absolute limits on exports. The "retention system," which restricts exports to a certain percentage of the national production, does not have the degree of accuracy which, from a technical point of view, would seem to be essential. If the exporting nations will reach agreement on an effective formula—if they have the will to impose effective export controls—the immediate problem of preventing the dumping of excess production in the world market would be solved and it would be unnecessary to think about alternative techniques. An export control has precisely the same economic effect that an import control has.

If there is to be real and enduring stability, a second step must also be taken: the curtailment of excess production.

Each producing country must, of course, decide for itself

(Continued on page 64)

PACB to boost iced coffee via network radio this summer

The Pan-American Coffee Bureau will promote iced coffee via network spot radio this summer.

Beginning in June, a new iced coffee jingle will be heard approximately 25 times weekly over as many as 200 radio stations from coast to coast.

The Bureau expects to net about 35,000,000 impressions per week for the eight consecutive weeks in which the campaign will be on the air.

Complete details on the 1959 iced coffee campaign, including samples of new point-of-sale materials, will be sent to roasters the last week in March.

**United Instant Coffee Corp.
formed by Dannemiller, Harrison
and National Tea Packing Co.**

There's a new name in instant coffee processing: United Instant Coffee Corp.

The new firm has acquired the Harrison Coffee Corp., Paterson, N. J., and will operate a trade service as did Harrison Coffee.

Participants in the new venture, with equal interests, are the Dannemiller Coffee Co., George Harrison and the National Tea Packing Co., Inc.

Officers of the United Instant Coffee Corp. are Mr. Harrison, president and general manager; George N. Witt, vice president; Edward F. Dannemiller, secretary; and Thomas Dannemiller, treasurer.

The participants are each well known for long standing service activities to the coffee and tea industries. With the new set-up, these services have been considerably enhanced, to keep pace with advanced requirements in the coffee and tea fields.

Experienced production personnel with the Harrison Coffee Corp. remain intact under Mr. Harrison's management. Each of the participants will supply qualified organization personnel for production and management training in the new company.

The expanded facilities acquired by United Instant have

five times greater production capacity than the former Harrison facilities. Latest developments in processing and packaging instant coffee have been installed.

Production of instant tea is planned for later this year.

**New JFG soluble coffee plant, with Bowen
spray dryer, to boost capacity many times**

Floyd P. Goodson, Jr., president of the JFG Coffee Co., Knoxville, Tenn., has announced that his company has begun construction of a new soluble coffee plant.

The first equipment to be installed will be the most modern spray drying equipment, which has been obtained from Bowen Engineering, Inc., North Branch, N. J.

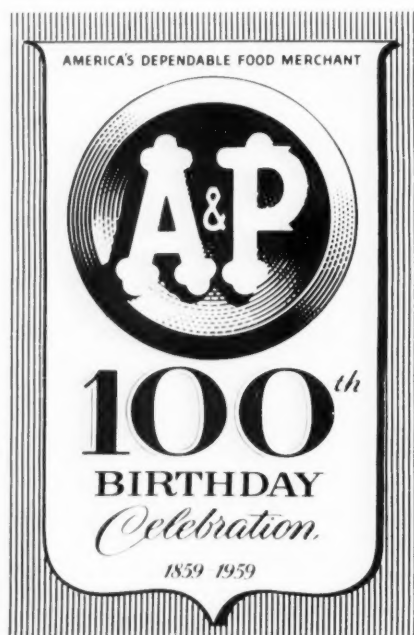
The new spray dryer will increase the capacity of instant product several times that of the existing plant. This expansion represents substantial growth for JFG, one of the original independent companies in the soluble field.

**Bogota firm gets license to import
processing equipment for instant coffee**

A license to import equipment to process instant coffee has been granted to Levapan, a Bogota, Colombia, firm, according to a report in the National Coffee Association's News Letter.

The News Letter quoted the newspaper, El Tiempo, as saying that authority had also been granted to Compania Nacional de Chocolates, Medellin, to import similar equipment, but that this firm had not yet begun to process instant coffee.

THE GREAT ATLANTIC AND PACIFIC TEA CO.



**IMPORTERS, ROASTERS,
RETAILERS OF FINE COFFEE**

**REPRESENTED IN
BRAZIL AND COLOMBIA
BY THE
AMERICAN COFFEE
CORPORATION**

The newspaper also referred to the fact that last year Colombia's National Coffee Committee had decided to study the establishment of instant coffee plants in Colombia not only to supply local consumption but also for export. The Federation, the newspaper added, is waiting for information from the United States regarding the possibility of effecting contracts with large American firms. Mention is made of the instant coffee plants now operating in Mexico and El Salvador, and of Brazil's plans for new instant coffee plants.

Nestlé unwinds huge promotion

Over 12,000,000 homes in this country have received one of the most spectacular decaffeinated instant coffee promotions ever made through a national magazine.

The Nestlé Co., Inc., launched one of the biggest campaigns of its history to boost the sales of Decaf, its decaffeinated instant coffee, and to make Decaf converts of the readers of Reader's Digest, America's biggest selling magazine.

The nationwide promotion, through its three-page "gate-fold" advertisement in the March issue of the Digest, gave consumers an opportunity to save 12¢ on the purchase of Decaf in any size.

The Decaf advertisement included a coupon worth 12¢ which can be redeemed anywhere that Decaf is sold in Continental United States and Hawaii. It is the first time that the pocket-sized magazine carried an instant coffee coupon of any kind.

In addition to the coupon, and included in the "gate-fold" ad, Nestlé ran a "Silver Dollar Sweepstakes," featuring a grand prize of \$1,000. The Grand Prize was only one of 1,107 cash awards. The sweepstakes lure, which gave everyone an equal chance of winning, was expected to insure a high rate of coupon redemptions. The promotion is essentially a "get acquainted" offer.

Participating in the promotion were retail stores throughout the country, many of them with attention-getting promotion display materials to help boost their decaffeinated coffee sales. The display materials included stack cards, banners, shelf markers and large floor display bins, all supplied by Nestlé.

New soluble coffee literature available

In connection with its recent announcement offering complete processing equipment for soluble coffee plants, Bowen Engineering, Inc., North Branch, N. J., has prepared an illustrated, detailed brochure.

The literature describes Bowen services in the following areas: design, engineering, fabrication, erection, plant start-up and operator training.

The brochure also includes a detailed flow diagram of the processing section of a typical Bowen soluble coffee plant.

Copies are available on request from Bowen Engineering.

Ross named ad manager for Schonbrunn

Lee J. Ross has been appointed advertising manager of S. A. Schonbrunn & Co., Inc., Palisades Park, N. J., producer of Savarin and Medaglia d'Oro coffees.

Earlier in his career, Mr. Ross had been a brand manager with the company. During the last seven years, he has been an advertising and marketing executive in the food and packaged goods fields on the advertiser and agency levels.

MARCH, 1959

NEW ELECTRIC FULLY AUTOMATIC PERCOLATORS

24- 48- 84-Cup Capacities

For

Homes • Churches • Schools • Taverns • Lodges
Restaurants • Hospitals • wherever large quantities
of perfect coffee are desired.

THREE MOST WANTED SIZES . . .



- Completely Automatic
- A snap to clean
- No Bags, Filters, Papers or Screens
- Perfect Coffee Every Time

AP-48—48-cup capacity

AP-84—84-cup capacity

AP-24—24-cup capacity

EASY TO USE . . . Simply put in the required amount of cold water, add coffee and switch on current. Perking action starts in seconds and stops at the peak of percolated flavor. Then automatically the all new "Automatic Electric Percolator" turns to low heat to keep the full-bodied brew serving hot. Approved by Underwriter's Laboratory.

Also a wide selection of semi-automatic Drip-O-lator electric coffee makers in capacities from 18 to 72 cups. Write for descriptive literature.

THE *Enterprise* ALUMINUM CO.
MASSILLON, OHIO

Manufacturers of Quality Aluminum Cooking Utensils since 1914

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

1—COFFEE EQUIPMENT

A comprehensive, 42-page booklet, this catalog of coffee equipment has information, specifications and illustrations on coffee urns, urn batteries, gridded risers, coffee carriers, iced tea urns and decanters, plug-in coffee stations, and equipment parts and accessories. Cecilware-Commodore Products Corp., 199 Lafayette Street, New York 12, N. Y.

2—SOLUBLE PROCESSING

This profusely illustrated 24-page brochure describes Turba-Film Processors, the percolator units used in some of the recently built instant coffee plants. Percolating is the step ahead of spray drying in the manufacture of soluble coffee. Process Equipment Division, Rodney Hunt Machine Co., 117 Vale Street, Orange, Mass.

3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic depex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

4—COFFEE BINS

This bulletin is a fact sheet on Burns True-Flow Bins. It describes the use of the bins in the plant operation, and tells about the features of the bins, and various sizes. It makes clear why True-Flow Bins overcome particle separation in ground coffee. Also described are coffee cars, for bean coffee and the ground product. Jabez Burns and Sons, Inc., 600 West 43rd Street, New York 36, N. Y.

5—NEW COFFEE ROASTER

An illustrated folder describes a new coffee roaster, B. F. Gump Co.'s Ray-Nox. The folder tells about the method of roasting used in the Ray-Nox Roaster, and other features of operation and construction, including recording thermometers and controls. B. F. Gump Co., 1325 S. Cicero Avenue, Chicago 50, Ill.

SPICE MILL PUBLISHING CO.
106 Water St., New York 5, N. Y.

Please send me the following booklets:

1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

Firm Name

Street Address

City and State

Signature Title.....

"Mark my word"

By MARK HALL



THE BOSS

There are two satisfactions over and above making money. Some of these go to the boss who, as he watches his employees stream in and take up their jobs, can say to himself that here is something good he has done for his fellow men.

His success is essential to the whole situation. The feeling of service may just be a by-product of what was originally self interest alone. This in no way detracts from the value of the altruistic feelings which flow from this success. It is part of the reward.

Without the leaders, the enterprisers, the managers in life, it is doubtful just how the ordinary man with limited talents would survive.

It is a wise provision of nature that gives the rewards to the gifted and prompts them to further their own ends by the so-called "exploiting" of their fellows. In this process, the worker is able to receive the maximum and the gifted gets the stimulus for enterprise.

It could be said, rather accurately, that the enterpriser gives the humbler member of society a chance to exploit what special talent he may have.

There was an age in the life of man when we dug for roots, gathered nuts and berries and killed game. It was mostly a personal operation, with the use of individual skills. It was not an easy way of life. Starvation was always just around the corner, sometimes on this side of the corner. Now, with large groups being "exploited" and machinery doing the work of many men, we have short hours, good wages, leisure, more freedom and old age security.

Restore lost art of coffee-brewing, Coronet magazine suggests; tie-in material for roasters

Coffee-making is becoming a lost art in too many American homes because of widespread and careless deviation from a simple, standard formula.

Coronet magazine emphasizes better brewing in an article in the April issue, on the newsstands in mid-March.

The article, entitled "The Secrets of Coffee," states that billions of the cups of coffee consumed by Americans each year are "hardly palatable because of slapdash coffee-making methods."

Coronet is making available envelope stuffers and posters to tie-in with the article. Coffee firms are invited to arrange for posters to be displayed in retail stores, and to enclose the stuffers with their correspondence.

**R. E. Williams continues as president
of Gump as Burns takes over assets**

After more than half a century of activity in the food machinery industry, William M. Williams has retired, effective March 1st, as chairman of the board of the B. F. Gump Co., Chicago manufacturers of food and chemical plant equipment.

Mr. Williams' sons, Ralph E. and Maurice T., will continue with Gump as president and secretary-treasurer.

J. L. Robinson replaces William M. Williams as board chairman, and J. F. Biehl becomes executive vice president. Mr. Robinson is president of Jabez Burns & Sons, Inc., New York City, and Mr. Biehl is secretary-treasurer.

As a step in the liquidation of the business interests of the Williams family, the Gump manufacturing assets have been acquired by the reorganized B. F. Gump Co., which is a wholly owned subsidiary of Jabez Burns & Sons, Inc. Gump operations will continue in its modern manufacturing plant in Chicago.

Under the new arrangement, customers of both the B. F. Gump Co. and Jabez Burns & Sons, Inc., should benefit substantially from expanded operations, since between the two companies a broad line of equipment and services for the food and chemical process industries will be offered.

The B. F. Gump Co. will continue its new equipment development program and will shortly announce a new line of bag handling machinery, in addition to the new can packaging lines which were recently introduced.

It is anticipated that a new continuous weighing feeder

will soon be offered to supplement the established line of volume percentage feeders known as Draver Feeders and Master Continuous Mixing Systems. Further expansion of the Model "M" all-metal rotary sifter line is also expected.

**Coffee's Gus Andresen called champion
fund raiser by Duluth newspaper**

Gustav A. Andresen is Duluth's champion fund raiser.

That's what the Duluth Herald said recently in an article by staff writer Gordon Slovit in a department called, "In the Herald Spotlight".

Mr. Andresen is now heading a campaign to raise \$350,000 to build educational-TV facilities in the city.

"When he turned over the presidency of the Andresen-Ryan Coffee Co. to his son, John, a few years ago, Andresen figured he would have more leisure time for himself," the three-column article says.

But he's busier than ever, the writer adds.

BBDO to handle PACB advertising

Effective June 1st, advertising for the Pan-American Coffee Bureau will be handled by Batten, Barton, Durstine & Osborne, Inc., New York City.

The account had been with Fuller & Smith & Ross, Inc., for many years.

Pan-American Coffee Bureau advertising in Canada will continue to be handled by Vickers & Benson Ltd., of Montreal and Toronto.

  *is proud to announce that it will furnish
the spray dryer for the new soluble coffee plant of JFG Coffee Co., Knoxville, Tenn.*



**BOWEN ENGINEERING, INC.
NORTH BRANCH, NEW JERSEY**

Recognized leader in
spray drying since 1926,
once again leads the
industry with the design,
engineering and construction
of complete processing
equipment for soluble
coffee plants.

Coffee vending

One-cup-at-a-time fresh brew coffee vending machine is introduced by Rudd-Melikian

"Brew-a-cup"—a coffee machine which brews individual cups of coffee directly from separate packets of ground coffee and vends them in less than nine seconds following coin insertion, has been perfected and will be marketed in April by Rudd-Melikian, Inc., Hatboro, Pa.

Under development by Rudd-Melikian engineers and coffee technologists since 1956, the Brew-a-cup machine represents a major breakthrough in the coffee vending industry.

The Rudd-Melikian "Brew-a-cup unit packages fresh ground coffee beans in individual air-tight but water-penetrable packets, each containing the measured amount for a single cup of coffee. The packets, each roughly the size of two rounded and flattened tea bags, are connected by a specially developed tape. As each coin is dropped, the tape is drawn, a packet-at-a-time, from a sanitary canister into the brewing chamber. Here percolator-hot water is forced through the packet, extracting and dispensing the coffee into a waiting cup below. This process can be repeated every nine seconds. More than 500 packets can be stored in the machine.

In addition to consistent quality and flavor, other advantages of the Brew-a-cup machine include the absence of unused coffee to be dumped, loose grounds to be eliminated, and taste and aroma problems resulting from brewed coffee held for long periods before consumption. Also, since each cup is individually brewed, the new machine operates just as well on a 24-hour basis as on an 8-hour shift.

The Rudd-Melikian machine is 70" high (with 6" tubular legs), 35" wide and, on operator recommendations, only 26½" deep. The standard model has a 500-cup capacity and is designed to dispense four different commodities—coffee, tea, hot chocolate and soup. The unit, complete with push-buttons for extra cream and sugar, is priced at \$1,595. The coffee price is \$13.95 per 1,000 packets—or less than 1.4 cents per serving.

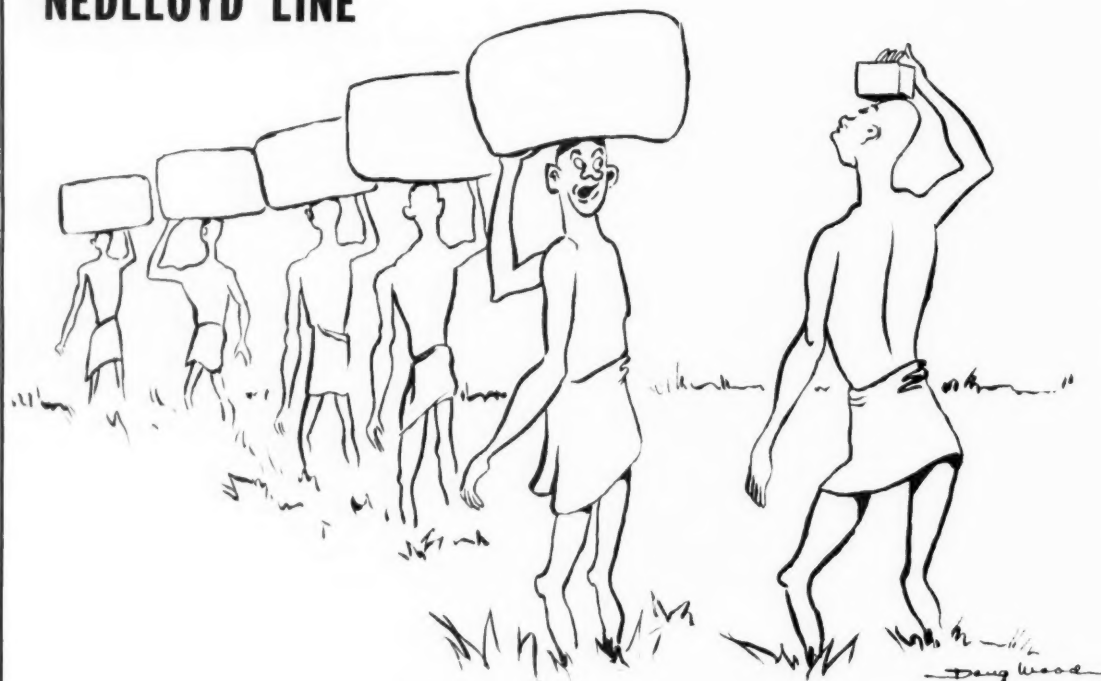
Vending route men see coffee packed

New developments in vending coffee were pointed out to 50 executives, salesmen and service men of the Automatic Merchandising Corp., when they toured the plant of Continental Coffee Co., Chicago.

Continental has been active in the vending field for the past two years. The company has developed made-to-order coffee blends for each of the fresh-brew machines now on the market, according to Roy M. Zola, manager of the vending department.

Mr. Zola said that the program included a plant tour of roasting, grinding and packing operations. The visitors were also taken through Continental's labora-

NEDLLOYD LINE



“. . . you and your instant coffee”

tories, where a trained staff of food engineers are currently spending a major portion of their time developing and improving vending coffees.

A panel discussion led by Mr. Zola and Stanley Kaplan, of the vending department, and Dr. Jack Bloom, director of research and quality control, followed the tour.

Continental also offered their facilities to Automatic Merchandising for their regularly scheduled monthly sales meetings.

Coffee myths on sleeping, nervousness

are "for the birds", Dr. Brady insists

Notions on coffee and sleeping, as well as nervousness, were debunked in forthright manner recently by Dr. William Brady in his syndicated news column.

"Coffee (caffeine) acts on the cerebrum for two and a half to as long as three and a half hours," he declared. "In four hours, the drug is entirely oxidized, destroyed or eliminated. So one may enjoy a cup or two of good coffee at dinner time or early in the evening, without fear of being kept awake if one does not go to bed within four hours. The notion that coffee at breakfast time will make one 'nervous' or keep one awake at night is for the birds."

Dr. Brady adds that two or three cups of coffee daily are good for any adult with heart trouble, particularly coronary artery trouble. He concludes his column by stating:

"I'm the authority for any statement I make here. If you have any doubts of this, try to find an authority who will contradict my statement."

It isn't the coffee you drink —

it's the way you think!

Dr. Joe Kamiya, Director of the Dream and Sleep Research Project of the University of Chicago, was interviewed for a recent issue of U. S. News & World Report on the subject of "How Much Sleep Do You Really Need?," the National Coffee Association News Letter reports.

To the question: "Why is it that some people who drink a cup of coffee at night will lie awake whereas other people can drink several cups without its bothering them?" Dr. Kamiya answers as follows:

"Well, there are two factors that enter in here. One is the effect of caffeine itself. People differ in their sensitivities to caffeine. But I rather suspect that a more important factor here is our own attitude about whether coffee will keep us awake. You've decided that coffee is going to keep you awake, so it does keep you awake. There have been experiments done which suggest that this is true."

Cook Coffee names Roth to head

route operations, McVay finances

Charles G. Roth has been named vice president in charge of route operations for the Cook Coffee Co.

Herbert McVay was named vice president in charge of finances for both Cook Coffee and the affiliated Pick-N-

MARCH, 1959

GROWERS

MILLERS & SHIPPERS



BRAND

KONA COFFEE

AMERICAN FACTORS, LIMITED

KONA, ISLAND OF HAWAII

U. S. A.



Because it has more flavor to give

It's
Coffee-er Coffee!

S. A. SCHONBRUNN & CO., INC.

Grand and Ruby Avenue • Palisades Park, N. J.

Marketing

advertising . . . merchandising . . . promotion

Continental Coffee salesmen blind-test competitor's coffees at every district sales meeting

Requiring your salesmen to use a competitor's products may seem like risky business practice, but a Chicago firm has found it is one of the best ways to instill confidence in its products. It is company practice at the Continental Coffee Co. for salesmen to sample other coffees at every district sales meeting.

The taste is conducted under blindfold conditions. Only the salesman who brews the coffee knows which cups contain Continental and which cups contain other blends. Salesmen sample four cups, two containing their company's product, two the other coffees, then give an objective written evaluation of the cups they prefer. Tests are conducted in 25 districts encompassing 182 individual routes within the 20-state area served by Continental.

Meetings are usually held in the morning, with a scheduled break allowed for taste testing. The salesman assigned to brew the coffee codes the bottoms of the cups, and passes them out with a printed ballot form. After completion of the test, the results are announced.

Alvin Cohn, president of the firm, feels that you can't sell a salesman on the merits of your own company's

product unless he can sell himself first. The coffee comparison test has proven an extremely effective method of instilling the confidence they need to do a good selling job, he said.

The companywide results are then reported back to all salesmen. Photostats of the results in the district sales manager's handwriting are collected from the various districts and copies forwarded to each salesman. Additional copies of the test results are made available to salesmen to use in selling.

The coffee-comparison-test results serve another purpose. They are an accurate field check on the quality of the product. As the company roasts and grinds coffee in four plants—in Chicago, Brooklyn, Toledo and Seattle—the reports become an important means of maintaining standardized and rigid quality control throughout all plants.

The company, which also produces a complete institutional line of such products as soups, sauces, spices, gelatins, pancake mix, and cream desserts, also prescribes that the noon meal at every district sales meeting include one or more of these allied food products. This is yet another means used by the company to sell its salesmen.

Coffee in Panama

Coffee production in Panama continued to increase. About 15,000,000 trees were producing during the 1957/58 year, and new trees are reaching maturity.

New plantings are being made each year, particularly in the Province of Coclé.

**REMINDING YOU THAT
GOOD BLENDS ARE MADE PERFECT
WITH**

**SALVADOR
COFFEES**

COMPañIA SALVADOREÑA DE CAFÉ, S. A.
San Salvador • El Salvador

Cables: Coscafe

Acme Code

New system automatically proportions bean, ground or soluble coffee

Up to 500 lbs. of each of four different grades of coffee—a total of one ton—can now be proportioned in a single operation by a new "Select-O-Weigh" System, it was announced by officials of the Richardson Scale Co., Clifton, N. J.

Control and supervision of the blending process are maintained by a dust-tight, wall-mounted control panel. The flow of the process is graphically marked on the face of the panel.

The system handles bean, ground or soluble coffee.

Engineered and designed by the Richardson Scale Co., the new process makes it possible to weigh out from one to four ingredients, each one in any required amount up to 500 lbs. While these are being mixed, a new set of ingredients is weighed out. Each step is automatically activated, but the control panel affords manual control if needed.

Each material feeder is controlled by one of the panel's weight selector verniers. These verniers are arranged in sequence, so that the proportions may be selected in or out when setting up the batch formula. Once the formula is established, the proportionate amount of each ingredient is dialed up on the weight selector vernier.

Each selected feeder in turn adds its pre-set amount to the weigh hopper. Following the delivery, the weigh hopper automatically discharges through the bottom hopper to the mixer, a tare check is made on the system, and the weigh hopper door recloses, impulsing the feeders to recycle in the delivery of the second weighing of the batch. This continues until four weightings are delivered to the mixer, then the scales shut down.

After the pre-mix time expires the mixer automatically discharges to the batch holding hopper. The process continues automatically.

Small-scale weighing and filling machine described in new bulletin

A Holm Model GF weighing and filling machine for packaging of free-flowing materials is described in a new bulletin offered by the Richardson Scale Co., Clifton, N. J.

Bulletin H-2 tells how this bench model machine operates as a simple, foolproof, inexpensive design for small-scale weighing and packaging operations at the rate of 18 to 20 accurate weighings per minute. The bulletin lists specifications and describes component parts, as well as the operation of the machine.

For copies, write Hart Bandstra, Richardson Scale Co., Clifton, N. J.

Third Guatemala coffee booklet issued

The Guatemala Coffee Bureau announces that the third in their series of informative booklets is now ready.

Bulletin No. 3 contains the balance of the list of members of the Hamburg (Germany) Coffee Mart, an interesting story on the history of coffee in Guatemala, and other material.

Copies may be obtained free from the Guatemala Coffee Bureau, 111 Wall Street, New York 5, N. Y.

MARCH, 1959



120 WALL STREET
NEW YORK, N. Y.

220 FRONT STREET
SAN FRANCISCO, CALIF.

401 MAGAZINE STREET
NEW ORLEANS, LA.

ANDERSON, CLAYTON & CIA., Ltd.

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Coffee Exporters

CALI, COLOMBIA

THE NESTLÉ COMPANY, INC.

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World's most experienced
Makers of Instant Coffee . . .

MANUFACTURERS OF



NESCAFÉ®



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NESTEA

NESTLÉ'S *Instant* COFFEE

and **Other Quality Products**

Nescafé, Nestea, Nestlé's and Decaf are registered trademarks of The Nestlé Company, Inc.

**Coffee imports into U. S.
down 3% in 1958, but value
declines 15%, USDC says**

The volume of green coffee imports into the United States last year was down 3% from 1957, but declining prices drove the total value down 15% to the lowest level since 1950, according to the Business and Defense Services Administration of the United States Department of Commerce.

The outlook for 1959 is that volume will be maintained, but prices will decline further, despite efforts to limit exports and stabilize prices, the USDC says.

The average price in 1958, at 43.8¢ a pound, was off six cents from 1957's average, and the lowest since the 1946-1950 period.

Imports from the major producing areas — except North America, which includes the Central American and Caribbean producing countries—were down. Those from South America were off 7% from 1957, those from Africa declined 5%, and imports from Asia were nearly halved.

Imports from the North American countries were up 12%.

Coffee in Sudan

Sudan is beginning to plant coffee. The government distributed 60,000 seedlings this year, and hopes that 20,000 acres will be in production by 1973. Production at such levels would probably meet domestic needs.

**1958 coffee roastings up 3%,
biggest total since 1948;
solubles at record high**

Coffee roastings during 1958 amounted to 20,937,000 bags—the largest annual total since 1949, according to the Bureau of the Census, Department of Commerce.

Total 1958 roastings, which include roastings for solubles and for the military services, were up 616,000 bags (3%) over the 20,321,000 bags roasted in 1957.

Roastings in each of the four quarters of 1958 were ahead of the comparable quarter of 1957. Fourth quarter 1958 roastings of 5,570,000 bags were the largest quarterly roastings since the first quarter of 1956.

Roastings for soluble use during 1958 were also at a record high of 3,597,000 bags, an increase of 145,000 bags (4%) over 1957.

The proportion of roastings for soluble use to total roastings, which had dropped from 18.1% in the first quarter of 1958, to 17.2% in the second quarter and 16.2% in the third, rose again to 17.2% in the fourth quarter.

The ratio for the entire year 1958 was 17.2%, a small increase over the ratio of 17.0% for 1957.

Inventories of green coffee in the United States totaled 2,114,000 bags on December 31st, 1958, a decrease of 845,000 bags (29%) from stocks on hand at the end of 1957. However, December 31st, 1958, stocks, at their lowest year-end level since 1954, were up 288,000 bags (16%) over September 30th inventories.

VB

THROUGH THE YEARS A DEPENDABLE MARK

Coffee Importers

OFFICES AND REPRESENTATIVES

IN ALL PRINCIPAL PRODUCING AREAS

VOLKART BROS. INC.

120 WALL STREET

HAAnover 2-9400

NEW YORK 5, N. Y.

CABLE: "VOLKART"

On the menu

Developments among public feeding outlets

Coffee sold at 65% of nation's "funspots"

Coffee is high on the list of beverages sought by people in search of fun, and this need is satisfied by food and drink stands in 65% of the nation's "funspots."

"Funspots" are amusement facilities ranging from playgrounds and bowling alleys to skating rinks and dance pavilions.

These facts, along with other statistics on food and drink service, were released by Funspot, the business magazine of amusement recreation industry, in its annual market analysis issue.

Continental adds filter grid basket

A new filter grid basket has been introduced by the Continental Coffee Co., Chicago. Developed by Continental's Equipment Manufacturing Division to conform to specifications of The Coffee Brewing Institute, the filter grid basket fits any two, three, six or ten gallon Continental urn.

In addition to keeping the bag from coming into direct contact with the brewed coffee, the grid bottom creates small pockets of filtration, permitting more perfect extraction of flavor within the four to six minute brewing period specified by CBI.

The coffee bag is completely enclosed by the stainless steel wall of the grid basket, allowing all of the water to pour through the first time. Thus, repouring over the grounds is eliminated.

New design in hot drink vending cup

"Regent," a distinctive new design in plastic-lined paper hot cups for vending, is now being made available by the Paper Container Division of the Continental Can Co.

The hot-drink cups are offered in seven-ounce and nine-ounce sizes, both featuring Continental's plastic-lined construction, which keeps the flavor of the beverage at peak level.

The new design, created by award-winning stylist Freda Diamond, is fashioned after the classic fleur-de-lis-pattern and is printed in tan and brown colors on a white background.

No hot coffee in Hot Coffee, Miss.

You can't buy a cup of hot coffee in Hot Coffee, Mississippi.

The town of 100 on State Highway 532 has only two stores, and neither sells beverage coffee.

But R. J. Knight, who owns one of the stores, may do something about it. He is thinking of putting an urn out front, and giving hot coffee free to people who come through Hot Coffee.

Uganda's second biggest crop

Drought damage in Uganda in 1957/58 was not as extensive as had been thought, and the total coffee production is now placed at 1,300,000 bags. This 1957/58 production is the second highest on record, being exceeded only by 1956/57.

MARCH, 1959

FAIRCHILD & BOLTE

120 WALL STREET

NEW YORK

Green Coffee

AGENTS AND BROKERS
REPRESENTING
BRAZILIAN and MILD SHIPPERS

Members:

NATIONAL COFFEE ASSOCIATION
GREEN COFFEE ASSN. OF N.Y.C.
N.Y. COFFEE AND SUGAR EXCHANGE

America's best-selling coffees
in each field come from

MAXWELL HOUSE



VACUUM PACK



INSTANT



DECAFFEINATED

PRODUCTS
OF
GENERAL
FOODS

MAXWELL HOUSE



Division of General Foods

MEMBER OF
NCA

coffee controls no cure-all

(Continued from page 9)

quality, and to divert high-cost acres from coffee to other crops for domestic consumption or export."

Producing countries must decide on the ultimate role of coffee in their economies, Mr. McKiernan suggested.

"Is it to be treated as only one of several sources which can broaden incomes and widen economic horizons of those countries which have other resources?" he asked. "Coffee has played a leading role in the development of most of the producing countries. Can it be expected to continue indefinitely as their only staff of economic life?"

He added that coffee alone may no longer be able to supply the means to meet all the demands of the producing countries for progress to better standards of living.

Referring to the Coffee Study Group, a 21-nation body which has been meeting in Washington under the chairmanship of the U. S. government, Mr. McKiernan described its sessions as "practical examples of democracy in action and a pattern for international teamwork." The Study Group's vigorous approach to a difficult assignment and the good faith of all participants, he said, "warrant our optimism and our moral support."

The NCA spokesman expressed the hope that the Study Group's recommendations "will reflect the U.S. industry's recognition of the importance of U.S. consumers and the particular responsibilities which the U. S. industry bears toward them."

Turning to the challenge of underconsumption, Mr. McKiernan pointed out that during 1958 Americans used 18 more cups of water with each pound of coffee than they did ten years ago.

The association's better-brewing campaign was reviewed by Mr. Silence in his chairman's report on the opening day. He called on roasters who were not yet participating to recognize the campaign for what it is—"a real crusade for coffee."

He reported that as a result of the drive, the majority of all coffee cans and bags on retail shelves carried approved brewing instructions.

He called for more use by the coffee trade of "Everybody Wonders," NCA's booklet for teen-agers. The publication met with an enthusiastic response from young people, teachers and parents, Mr. Silence indicated, but it has not been used as it should "by the very people who can travel farthest with it—the coffee industry itself."

Noting NCA progress during the year, Mr. Silence said the membership had grown. He declared that the Institutional Advisory Committee had "attained full stride and is becoming daily more influential in the improvement of coffee used in public and private establishments which it serves."

He paid tribute to the U. S. Army Coffee Advisory Committee, which in the 17 years of its existence "brought great prestige and respect to the association." Two of the three men who worked together as a team on the committee were resigning—Chairman Jim O'Connor and Jack Duff, and Mr. Silence said he wanted, officially, to give recognition to them for their service to the industry.

TURFAIT & CIE S.A.

COFFEE and COCOA BROKERS

**Representing Main French Shippers for Export
and Reliable Shippers for Import to France**

PARIS 8° — 25, Rue Marbeuf — Tel: Balzac 23.20 — Telex: 20.993

MARSEILLE 5° — 82, Boulevard Chave — Tel. 42.69.61 — Telex 41.055

BORDEAUX — 62, Rue Ferrere — Tel: 44.66.39

LE HAVRE — Palais de la Bourse de Commerce — Tel: 42.22.11

General Cable Address: TURFECO — Codes: Acme & Supplements

Albert Hanemann, the third member of the team, was being joined on the committee by W. O. Granicher, representing the West Coast, and James O'Brien, of New York City, the new chairman, Mr. Silence reported.

He sketched the background of NCA's Foreign Affairs Committee, appointed by the board of directors at the final session of the 1958 convention.

He said the Coffee Study Group had contributed "in no small measure to a degree of stability which could not have been otherwise achieved."

"We are confronted with staggering surpluses," Mr. Silence told the convention. "We are cooperating with our government and with the producing countries in a study to resolve the problem. Here in the United States your association is doing all in its power to point out the direction toward increased consumption. The watchword is cooperation. By that we mean an industrywide effort. Whether we are combating the plague of surpluses or the inertia which retards the increase of consumption, we need teamwork."

Hafers on research

PACB PRESIDENT Hafers told the convention that the great coffee research stations—at Campinas in Brazil, at Chinchina in Colombia and at Turrialba in Costa Rica—were directing research towards better quality green coffee through new plant varieties, new farming methods and improved processing. Furthermore, in Brazil, scientists are now working to develop by-products and industrial uses for the absorption of the lower grades of coffee, and so far the results have been highly promising.

As its newly-appointed president, Mr. Hafers complimented the Pan-American Coffee Bureau on its successful programs during its 21 years of activity, and paid special tribute to the thousands of coffee growers in the Bureau's member countries who have supported it during this period, often at considerable sacrifice to themselves.

"With coffee prices lower than at any time since 1950," Mr. Hafers said, "we in the producing countries must lift our volume of sales in order to offset the drop in income. Lower income in Latin America means a smaller market for United States manufactures, farm goods, forest products and scores of other items. Less prosperity in our countries inevitably means less in yours."

Youth forum

Robert M. Stelzer, president of the Student Marketing Institute, moderated a panel discussion by 12 teen-agers from the Greater Miami area. They reported on coffee-drinking surveys among fellow students. Tape recordings brought viewpoints from two other youth groups, one in Brookline, Mass., the other in Piedmont, Calif. Speaking for the Piedmont group was Judy Wilson, daughter of T. Carroll Wilson, of the Hills Brothers Coffee Co., San Francisco.

An industrywide slogan for coffee was urged at a marketing panel moderated by Donald Cady, vice president in charge of advertising and merchandising for The Nestle Co., Inc. On the panel were Daniel D. Kinley, chairman of the marketing plans board of McCann-Erickson, Inc.; Evertt F. Braden, vice president and director of merchandising, Foote Cone & Belding; William R. Hesse, executive vice president, Benton & Bowles, Inc.; King Harris, ex-

(Continued on page 40)

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the path to international agreement

(Continued from page 14)

representative. The purpose in creating two committees was to obtain two separate analyses of a common problem.

The Latin American Committee soon came up with a preliminary draft of an International Coffee Agreement which proposed retention quotas as a means of regulating the supply of coffee to the world markets.

A report issued at the same time by the committee representing African growers stated that their production had remained very stable during the past three years and that the real sources of expanded world supply were in Latin America.

Without excluding any possible emergency plan, the report also recognized that a drastic decline in prices would hurt all producing countries and urged a complete analysis of the world situation before any specific measures be considered.

At the beginning of September, 1958, the French government took the initiative of organizing in Paris a meeting of European and African countries in order to review the situation and see what measures could be recommended to cope with it. Representatives of the Latin American group were also invited to present their views.

The success of this meeting was only limited, since two of the participating delegations—Ethiopia and the United Kingdom—stated that they would not consider any participation in an emergency plan which, they claimed, would not solve anything.

A draft of an international agreement was prepared, however, by the majority of the African and European countries, based not on retentions but on an export quota system.

Both projects were finally examined at several meetings of the Coffee Study Group held in Washington between September 19th and 26th, 1958, in which delegates of 28 producing and consuming countries took part. Concessions and sincere efforts were made by most of the delegations to find an area of agreement between the two proposed formulas, so that an arrangement could be worked out which would include not only the Latin American countries, but also a large portion of the African producers.

Unfortunately, in the final stage of discussions, it was found impossible to reconcile the two viewpoints expressed and the two proposed formulas. The Latin American countries decided then to conclude among themselves an agreement which came into force on September 28th, 1958, and is based on a system of retention.

The governments of France and Portugal, wishing to prove their willingness to cooperate, had no other alternative but to announce that as a gesture of solidarity toward the majority of the producing countries, they were prepared to control their exports to foreign countries.

This, incidentally, was not simply a "beau geste." In fact, for the last three months, Portuguese Angola has been stockpiling coffee out of her last crop. The Ivory Coast has been doing the same thing, although her 1958/59 crop is very much smaller than was expected a few months ago.

So if between June and October, 1958, the Coffee Study Group did not succeed in working out a unanimous emer-

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gency plan to stabilize the market, it at least brought out the idea that coffee problems should be investigated from a long term point of view by all nations concerned, producing and consuming alike, to find a real solution.

Consequently, a working committee—its presidency and vice-presidency filled respectively by Brazil and France—was assigned the task of making the economic studies of production, trade and consumption of coffee, with a view to the possibility of drafting an international coffee agreement. The committee has decided to consider arrangements for cooperation with the F.A.O. to carry out some of these studies.

What measures *could* be applied to stabilize the market?

One is the upgrading of coffee considered to be marketable—which means removal of coffee too inferior for export. This is already being done in some countries, such as Angola, I believe.

Another means to cut surplus and enable demand to catch up with supply is very obvious: increased consumption. It is a well-known fact that consumption of coffee does not increase as rapidly—far from it—as the rise in population. This is true everywhere, even in the United States, the world's greatest coffee-consuming nation, and more so in Europe, where consumption is now at the same level as it was in 1938; and even in producing countries like Brazil, where today consumption is approximately one-third less than it was 20 years ago when the population was 38% smaller.

It seems that what has been lacking up to now is a real-

istic effort to evaluate the marketing opportunities for coffee in all parts of the world and, consequently, to build up a long-range promotional campaign accompanied by an adequate budget.

Promotional coffee organizations are now operating in many European countries: Belgium, France, Germany, Italy, the Netherlands, Portugal, the United Kingdom—and their activity is coordinated by a one-year old "European Coffee Bureau."

In France, to take one example, the National Coffee Bureau has been operating since last June on the basis of a contribution equivalent to 15¢ for every 60-kilo bag of coffee entering the country. Contributions for French coffee are paid by the producers in the French Community and, for coffee of foreign origin, they are paid, at least for the time being, by the importers.

The publicity campaigns now being conducted in Europe should help somewhat to increase the consumption of coffee, irrespective of origin, but much more remains to be done—in Europe as well as in all parts of the world.

We must realize that curtailing production is not a very easy task. In annual crops, only a year must elapse before production can be adjusted; with a tree crop, such as coffee, it takes considerably more time to adjust supply, and the coffee grower has no remedy short of cutting down his trees.

To do that means, for many farmers, to destroy their source of livelihood. This is particularly true in countries such as those in Africa, where coffee is grown by very

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small planters, who sometimes have no other means of supporting their families than a few coffee trees. Furthermore, since the war the governments responsible for the economy of African territories and which have often been criticized, wrongly, for the lack of economic development in these same territories, have greatly encouraged the farmers to improve their efficiency in growing coffee and, at the same time, better their standards of living.

To ask these same African farmers to sacrifice themselves and reduce their already small individual output would certainly not be easily accepted by their governments, fearful of economic and political troubles at a time when most of these African countries are newly independent or on their way to becoming so.

As you can see, the future task of the Coffee Study Group, which will have to adopt measures to be respected by all in order to bring some stability to the coffee market, will not be an easy one, and the measures proposed will have to receive careful consideration.

The International Sugar Agreement could, in my opinion, serve as an interesting model for coffee, since it permits the product to move through normal trade channels, adjusting basic export quotas assigned to the participating countries to maintain prices within an agreed range.

Since the stability of the coffee market is equally important to the consumer, the trader and the producer, a coffee agreement similar to the Sugar Agreement, and conceived in a spirit of democratic and international cooperation, should be satisfactory to all concerned.

The implementation of any international agreement, always implies discipline, self control and unselfishness on

the part of all the nations involved. Rivalry between producing countries, threats and wars directed against coffees of different origins help no one and only bring ruin to the producers.

An international coffee agreement can be worked out if goodwill prevails, if everyone concerned intends to respect it, and if some means can be found to have it enforced.

coffee controls no cure-all

(Continued from page 37)

executive vice president, West Coast division, Fletcher D. Richards, Inc.

(A full report on the Pitby discussion by the marketing panel will appear in the next issue of COFFEE & TEA INDUSTRIES.)

Janet Wolff, an executive of the J. Walter Thompson Co., New York City advertising agency, said it is possible for the coffee industry to increase sales 60% within ten years if it can convince the consumer to use more coffee, stronger coffee, and coffee for varied uses.

Mrs. Wolff, author of "What Makes Women Buy," presented facts about the attitudes of women today, as they relate to selling in general and coffee specifically.

In discussing eight guideposts for selling coffee and new coffee habits to today's woman, Mrs. Wolff said that they are nagged by indecision, and every bit of assurance the coffee industry can give them will help. She suggested that showing a woman how to make good coffee consistently can add to her prestige as a cook.

Women are also anxious for the opportunity to be more creative, Mrs. Wolff pointed out. She said that the coffee industry might give them an area of their own on which they can be complimented—such as exotic coffee recipes.

Dr. Ashley Montagu, anthropologist and social biologist, gave the coffee conventioners a new password, "crippled chromosome." This term, describing the source of the male animal, came in an urbane and witty talk, "An Anthropologist Looks at Women," which demolished notions of male superiority.

Want to play "coffee pot"?

Cafeteria is a word of provincial Spanish origin which in its early form meant "coffee pot," reports the Gentry Serenader.



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Ship sailings

A SUMMARY OF INWARD - BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Abl Trans Car—Ablmann Trans Caribbean Line
Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
Arg-State—Argentine State Line
Am-W Afr—American-West African Line
B-Afr—Belgian African Line
Barb-W'n—Barber Wilhelmsen Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Bl-Dia—Black Diamond Steamship Co.
Brodin—Brodin Line
Col—Columbus Line
Cunard—Brocklebanks' Cunard Service
Delta—Delta Line
Dempster—Elder Dempster Lines
Dodero—Dodero Lines
Eld-Dem—Elder Dempster Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Granco—Grancolombiana (New York), Inc.
Gulf—Gulf & South American Steamship Co., Inc.

Hellenic—Hellenic Lines Ltd.
Hol-Int—Holland-Interamerica Line
Independence—Independence Line
Isthmian—Isthmian Lines, Inc.
JavPac—JavaPacific Line
Lawes—Lawes Shipping Co., Inc.
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mam—Mamenic Line
Mormac—Moore-McCormack Lines, Inc.
Nedlloyd—Nedlloyd Line
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
PTL—Pacific Transport Lines, Inc.
R Neth—Royal Netherland Steamship Co.
Robin—Robin Line
Royal Inter—Royal Inter-ocean Lines
SCross—Southern Cross Line
Sprague—Sprague Steamship Line
Sued-Am—Swedish American Line
Torm—Torm Lines
UFruit—United Fruit Co.
Wes-Lar—Westfal Larsen Co. Line
Yamashita—Yamashita Line

Abbreviations for ports

At—Atlantic ports
Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Ch—Chicago
Chsn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gf—Gulf ports
Ha—Halifax
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
Sa—Savannah
SD—San Diego
SF—San Francisco
Se—Seattle
St. Jo—Saint John
Ta—Tacoma
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
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ABIDJAN

3/11	Afr Dawn	Farrell	NY4/1
3/20	Del Aires	Delta	NY4/6
3/24	Libreville	Am-W Afr	USA 4/15
4/1	Afr Glen	Farrell	NL4/17
4/11	Tatra	Am-W Afr	USA 4/30
4/13	Del Sol	Delta	N04/29
4/16	Afr Sun	Farrell	NY5/3
4/30	Tana	Am-W Afr	USA 5/30
5/1	Afr Grove	Farrell	NY5/14
5/1	Del Viento	Delta	N05/18
5/11	Afr Glade	Farrell	NY5/26

ACAJUTLA

3/18	Marna	UFruit	Cr3/24 N03/30
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AMAPALA

3/14	Marna	UFruit	Cr3/24 N03/30
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ANGRA DOS REIS

3/19	Del Monte	Delta	N04/6 Ho4/11
3/23	Hardanger	Wes-Lar	LA4/20 SF4/22 Po4/28 Se4/30 Va5/1
4/2	Del Santos	Delta	N04/19 Ho4/24
4/9	Del Mundo	Delta	N04/27 Ho5/2
4/13	Evanger	Wes-Lar	LA5/13 SF5/15 Po5/21 Se5/23 Va5/24

SAILS	SHIP	LINE	DUE
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BARRANQUILLA

3/13	Neptun	Granco	NY3/24
3/15	Aggersborg	Granco	Ho3/29 N04/1
3/16	Byfjord	UFruit	Ho3/28 N03/31
3/30	Brattingsborg	Ho4/11	No4/13

BARRIOS

3/11	Arctic Tern	UFruit	NY3/17
3/12	Leon	UFruit	Ho3/17 N03/20
3/16	Erich Schroder	UFruit	NY3/22
3/17	Zephyr	Granro	Ho3/22 N03/25
3/20	Christiane	UFruit	Ho3/26 N03/28
3/23	Aggersborg	Granco	Ho3/29 N04/1
3/24	Jytte Skou	UFruit	NY3/31
3/27	Lempa	UFruit	Ho4/2 LA4/4
3/31	Arctic Tern	UFruit	NY4/7
4/3	Leon	UFruit	Ho4/9 LA4/11
4/7	Erich Shroder	UFruit	NY4/15
4/10	Christiane	UFruit	Ho4/16 No4/18
4/14	Jytte Skou	UFruit	NY4/22
4/17	Lempa	UFruit	Ho4/23 LA4/25
4/21	Arctic Tern	UFruit	NY4/29

BUENAVENTURA

3/10	Santa Luisa	Grace	NY3/17
3/10	Santa Cruz	Grace	LA3/25 SF3/27 PS3/30
3/11	Grey Master	Granco	LA3/23 SF3/26 Va4/3

SAILS	SHIP	LINE	DUE
3/11	Cd. de Guayaquil	Granco	Pa3/17 Ba3/18 NY3/19
3/12	Merchant	Gulf	Ho3/20 N03/25
3/17	Cd. de Cali	Granco	Ho3/25 N03/29
3/20	Cd. de Pasto	Granco	Pa3/26 Ba3/27 NY3/29
3/22	Santa Flavia	Grace	LA4/7 SF4/10 PS4/17
3/23	Trader	Gulf	Ho3/31 N04/4
3/25	Rep. de Ecuador	Granco	LA4/14 SF4/17
3/27	Cd. de Quito	Granco	Ho4/5 N04/8
3/30	Sygná	Granco	LA4/11 SF4/14 Va4/22

CORTES

3/12	Arctic Tern	UFruit	NY3/17
3/13	Leon	UFruit	Ho3/17 N03/20
3/17	Erich Schroder	UFruit	NY3/22
3/21	Christiane	UFruit	Ho3/26 N03/28
3/25	Jytte Skou	UFruit	NY3/31
3/28	Lempa	UFruit	Ho4/2 N04/4
4/1	Arctic Tern	UFruit	NY4/7
4/4	Leon	UFruit	Ho4/9 N04/11
4/8	Erich Schroder	UFruit	NY4/15
4/11	Christiane	UFruit	Ho4/16 N04/18
4/15	Jytte Skou	UFruit	NY4/22
4/18	Lempa	UFruit	Ho4/23 N04/25
4/22	Arctic Tern	UFruit	NY4/29

CRISTOBAL

3/22	Byfjord	UFruit	Ho3/28 No3/31
3/24	Marna	UFruit	N03/30
4/5	Brattingsborg	UFruit	Ho4/11 N04/13

DAR es SALAAM

3/17	Sarangani	Nedlloyd	NY4/19 LA5/8 SF5/11 Po5/16 Se5/20 Va5/23
3/25	Afr Crescent	Farrell	Bo4/25 NY4/27
4/10	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19
4/18	Afr Rainbow	Farrell	Bo5/18 NY5/20

SAILS	SHIP	LINE	DUE
5/5	Afr Planet	Farrell	Bo6/4 N06/6
5/6	Rondo	Nedlloyd	NY6/7 LA6/26 SF6/29 Po7/3 Se7/7 Va7/13
5/31	Afr Moon	Farrell	Bo6/30 NY7/2

DJIBOUTI

3/27	Sarangani	Nedlloyd	NY4/19 LA5/8 SF5/11 Po5/16 Se5/20 Va5/23
4/20	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19
5/16	Rondo	Nedlloyd	NY6/7 LA6/26 SF6/29 Po7/3 Se7/7 Va7/13

DOUALA

3/17	Libreville	Am-W Afr	USA 4/15
4/4	Tatra	Am-W Afr	USA 4/30
4/7	Afr Grove	Farrell	NY5/14
4/24	Tana	Am-W Afr	USA 5/30

EL SALVADOR

3/10	Cd. de Bogota	Granco	LA3/24 SF3/27
3/15	Santa Cruz	Grace	LA3/25 SF3/27 PS3/31
3/17	Wyoming	French	LA3/27 SF3/29 Va4/2 Se4/5 Po4/8
3/19	Etna	Italian	LA3/28 SF3/30 Po4/2 Va4/6 Se4/11
3/23	G. Ferraris	Italian	LA3/30 SF4/2 Va4/5 Se4/8 Po4/11
3/28	Santa Flavia	Grace	LA4/7 SF4/10 PS4/17
3/31	Rep. de Ecuador	Granco	LA4/14 SF4/17

GUATEMALA

3/12	Cd. de Bogota	Granco	LA3/24 SF3/27
3/17	Santa Cruz	Grace	LA3/25 SF3/27 PS3/31
3/20	Wyoming	French	LA3/27 SF3/29 Va4/2 Se4/5 Po4/8
3/20	Etna	Italian	LA3/28 SF3/30 Po4/2 Va4/6 Se4/11
3/24	G. Ferraris	Italian	LA3/30 SF4/2 Va4/5 Se4/8 Po4/11
3/30	Santa Flavia	Grace	LA4/7 SF4/10 PS4/17
4/2	Rep. de Ecuador	Granco	LA4/14 SF4/17

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GUAYAQUIL

3/14	Cd. de Cali	Granco	Mo3/25 SF3/29
3/15	Cd. de Pasto	Granco	PA3/26 Ba3/27 NY3/29
3/24	Cd. de Quito	Granco	Mo4/5 N04/8
3/24	Sygn	Granco	LA4/11 SF4/14 Va4/22

LA LIBERTAD

3/11	Yucatan	UFruit	Cr3/15
3/17	Marna	UFruit	Cr3/34 N03/30

LA UNION

3/10	Yucatan	UFruit	Cr3/15
3/16	Marna	UFruit	Cr3/34 N03/30

LIMON

3/20	Byfjord	UFruit	Mo3/28 N03/31
4/3	Brattingsborg	UFruit	Mo4/11 N04/13

LOBITO

3/15	Lukala	B-Afr	NY4/10
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LUANDA

3/19	Afr Glen	Farrell	NY4/17
3/21	Lukala	B-Afr	NY4/10
3/30	Del Sol	Delta	N04/29
4/4	Afr Sun	Farrell	NY5/3
4/15	Afr Grove	Farrell	NY5/14
4/19	Del Viento	Delta	N05/18
4/27	Afr Glade	Farrell	NY5/26

MATADI

3/11	Lubilash	B-Afr	NY3/27
3/20	Afr Glen	Farrell	NY4/17
3/25	Lukala	B-Afr	NY4/10
4/2	Del Sol	Delta	N04/29
4/7	Afr Sun	Farrell	NY5/3
4/17	Del Viento	Delta	N05/18
4/18	Afr Grove	Farrell	NY5/14
4/30	Afr Glade	Farrell	NY5/26

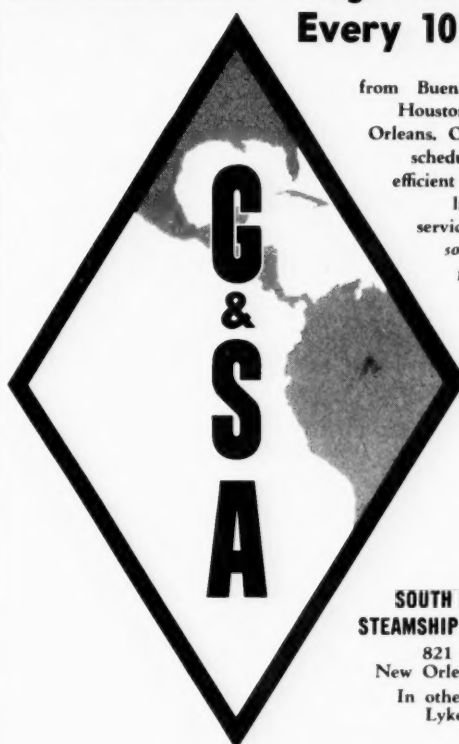
MOMBASA

3/22	Sarangani	Nedlloyd	NY4/19 LA5/8 SF5/11 Po5/16 Se5/20 Va5/23
3/24	Afr Crescent	Farrell	Bo4/25 NY4/27
4/15	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19
4/17	Afr Rainbow	Farrell	Bo5/18 NY5/20
5/4	Afr Planet	Farrell	Bo6/4 NY6/6
5/11	Rondo	Nedlloyd	NY6/7 LA6/26 SF6/29 Po7/3 Se7/7 Va7/13
5/30	Afr Moon	Farrell	Bo6/30 NY7/2

PARANAGUA

3/10	Farida	Norton	NY3/28 Bo4/1 Pa4/3 Ba4/4
3/11	Mormacetal	Mormac	Jx3/29 Ba4/2 Pa4/4 NY4/5 Bo4/8 M4/12
3/11	Farida	Norton	NY3/28 Bo4/1 Pa4/3 Ba4/4
3/12	Del Norte	Delta	N03/27 Ho4/1
3/12	Panama	Lloyd	NY3/30
3/14	Del Monte	Delta	N04/6 Ho4/11
3/14	Blue Master	Nopal	N04/1 Ho4/4
3/16	Itajai	Brodin	Ba4/4 NY4/6 Pa4/8 Bo4/10 M4/19
3/17	Mormacyork	Mormac	NY4/4 Bo4/7 Pa4/9 Ba4/11 N4/12
3/18	Axeldyk	Hol-Int	NY4/7 Bo4/9 HR4/11 Ba4/14 Pa4/15
3/19	Hardanger	Wes-Lar	LA4/20 SF4/22 Po4/28 Se4/30 Va5/1
3/21	Mormacland	Mormac	LA4/21 SF4/24 Va4/28 Se5/5 Po5/8
3/22	Paraguai	Lloyd	NY4/10
3/23	Del Sud	Delta	N04/8 Ho4/13
3/24	Mormacwave	Mormac	Jx4/11 NY4/13 Bo4/16 Pa4/18 Ba4/20 NF4/21
3/28	Del Santos	Delta	N04/19 Ho4/24
3/31	Mormaclove	Mormac	Ba4/18 Pa4/20 NY4/21 Bo4/24 M4/28
4/1	Sommario	Hol-Int	NY4/21 Bo4/23 HR4/25 Ba4/28 Pa4/29
4/2	Argentina	Lloyd	NY4/20
4/3	Mormacrey	Mormac	LA4/21 SF4/24 Va4/28 Se5/5 Po5/8
4/4	Nordglint	Nopal	N04/22 Ho4/25
4/7	Evanger	Wes-Lar	LA4/13 SF4/15 Po4/21 Se4/23 Va4/24
4/8	Mormacswan	Mormac	Jx4/26 NY4/30 Bo5/3 Pa5/5 Ba5/7 N5/8

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SAILS	SHIP	LINE	DUE
4/12	Mexico	Lloyd	NY4/30
4/13	Del Mar	Delta	N04/29 Ho5/4
4/14	Mormaclark	Mormac	NY5/2 Bo5/5 Pa5/7 Ba5/9
4/18	Del Alba	Delta	N05/11 Ho5/16
4/19	Mormacowl	Mormac	NY5/6 Bo5/9 Pa5/11 Ba5/12 Nf5/13
4/21	Nopal Trader	Nopal	N05/9 Ho5/12
4/22	Haiti	Lloyd	NY5/10
4/27	Del Norte	Delta	N05/13 Ho5/18

RIO de JANEIRO

3/11	Sagoland	Brodin	Ba3/26 NY3/28 Pa3/31 Bo4/2 M14/11
3/13	Argentina	Mormac	NY3/24
3/14	Del Norte	Delta	N03/27 Ho4/1
3/15	Panama	Lloyd	NY3/30
3/18	Blue Master	Nopal	N04/1 Ho4/4
3/18	Mormacland	Mormac	LA4/21 SF4/24 Va4/28 Se5/5 Po5/8
3/20	Itajai	Brodin	Ba4/4 NY4/6 Pa4/8 Bo4/10 M14/19
3/20	Del Monte	Delta	N04/6 Ho4/11
3/21	Mormacyork	Mormac	NY4/4 Bo4/7 Pa4/9 Ba4/11 Nf4/12
3/23	Axeldyk	Hol-Int	NY4/7 Bo4/9 HR4/11 Ba4/14 Pa4/15
3/25	Hardanger	Wes-Lar	LA4/20 SF4/22 Po4/28 Se4/30 Va5/1
3/25	Paraguay	Lloyd	NY4/10
3/26	Del Sud	Delta	N04/8 Ho4/13
3/27	Brasil	Mormac	NY4/7
3/28	Rio de La Plata	Arg-State	NY4/11
3/31	Mormacrey	Mormac	LA5/5 SF5/8 Se5/18 Va5/21 Po5/21
4/3	Del Santos	Delta	N04/19 Ho4/24
4/5	Argentina	Lloyd	NY4/20
4/6	Sommaro	Hol-Int	NY4/21 Mo4/23 Hr4/25 Ba4/28 Pa4/29
4/8	Nordglimt	Nopal	NY4/25
4/10	Del Mundo	Delta	N04/27 Ho5/2
4/11	Rio Jachal	Arg-State	NY4/25
4/12	Mormacswan	Mormac	Jx4/26 NY4/30 Bo5/3 Pa5/5 Ba6/7 Nf5/8
4/15	Mexico	Lloyd	NY4/30
4/16	Del Mar	Delta	N04/29 Ho5/4
4/17	Argentina	Mormac	NY4/28
4/17	Evanger	Wes-Lar	LA5/13 SF5/15 Po5/21 Se5/23 Va5/24
4/24	Del Alba	Delta	N05/11 Ho5/16
4/25	Nopal Trader	Nopal	N05/9 Ho5/12
4/25	Haiti	Lloyd	NY5/10
4/25	Rio Tunuyan	Arg-State	NY5/9
4/30	Del Norte	Delta	N05/13 Ho5/18
5/16	Rio de La Plata	Arg-State	NY5/30

SANTOS

3/10	Sagoland	Brodin	Ba3/26 NY3/28 Pa3/31 Bo4/2 M14/11
3/11	Mormacmar	Mormac	LA4/8 SF4/11 Va4/15 Se4/21 Po4/24
3/12	Farida	Norton	NY3/28 Bo4/1 Pa4/3 Ba4/4
3/12	Argentina	Mormac	NY3/24
3/13	Mormacteal	Mormac	Jx3/29 Ba4/2 Pa4/4 NY4/5 Bo4/8 M14/12
3/13	Del Norte	Delta	N03/27 Ho4/1
3/14	Panama	Lloyd	NY3/30
3/16	Blue Master	Nopal	N04/1 Ho4/4
3/18	Itajai	Brodin	Ba4/4 NY4/6 Pa4/8 Bo4/10 M14/19
3/18	Del Monte	Delta	N04/6 Ho4/11
3/20	Mormacyork	Mormac	NY4/4 Bo4/7 Pa4/9 Ba4/11 Nf4/12
3/21	Axeldyk	Hol-Int	NY4/7 Bo4/9 HR4/11 Ba4/14 Pa4/15
3/21	Hardanger	Wes-Lar	LA4/20 SF4/22 Po4/28 Se4/30 Va5/1
3/24	Paraguay	Lloyd	NY4/10
3/25	Del Sud	Delta	N04/8 Ho4/13
3/25	Mormacland	Mormac	LA4/21 SF4/24 Va4/28 Se5/5 Po5/8
3/26	Brasil	Mormac	NY4/7
3/27	Rio de La Plata	Arg-State	NY4/11
4/1	Del Santos	Delta	N04/19 Ho4/24
4/3	Mormacdove	Mormac	Ba4/18 Pa4/20 NY4/21 Bo4/24 M14/28
4/4	Argentina	Lloyd	NY4/20
4/4	Sommaro	Hol-Int	NY4/21 Bo4/23 HR4/25 Ea4/28 Pa4/29
4/6	Nordglimt	Nopal	N04/22 Ho4/25
4/8	Del Mundo	Delta	N04/27 Ho5/2
4/8	Mormacrey	Mormac	LA5/5 SF5/8 Se5/18 Po5/21 Va5/21
4/10	Rio Jachal	Arg-State	NY4/25
4/11	Mormacswan	Mormac	Jx4/26 NY4/30 Bo5/3 Pa5/5 Ba5/7 Nf5/8
4/11	Evanger	Wes-Lar	LA4/13 SF4/15 Po5/21 Se5/23 Va5/24
4/14	Mexico	Lloyd	NY4/30
4/15	Del Mar	Delta	N04/29 Ho5/4
4/16	Argentina	Mormac	NY4/28
4/17	Mormaclark	Mormac	NY5/2 Bo5/5 Pa5/7 Ba5/9
4/21	Mormacowl	Mormac	NY5/6 Bo5/9 Pa5/11 Ba5/12 Nf5/13
4/22	Del Alba	Delta	N05/11 Ho5/16
4/23	Nopal Trader	Nopal	N05/9 Ho5/12
4/24	Haiti	Lloyd	NY5/10
4/24	Tunuyan	Arg-State	NY5/9
4/29	Del Norte	Delta	N05/13 Ho5/18
5/15	Rio de La Plata	Arg-State	NY5/30

SAILS SHIP LINE DUE

TANGA

3/18 Sarangan Nedlloyd NY4/19 LA5/8 SF5/11 Po5/16 Se5/20 Va5/23
4/11 Lawak Nedlloyd NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19
5/7 Rondo Nedlloyd NY6/7 LA6/26 SF6/29 Po7/3 Se7/7 Va7/13

VICTORIA

3/22 Del Monte Delta N04/6 Ho4/11
4/5 Del Santos Delta N04/19 Ho4/24
4/12 Del Mundo Delta N04/27 Ho5/2

TEA BERTHS

CALCUTTA

3/10 Steel Vendor Isthmian N04/16
3/10 Explorer Am-Exp Bo4/17 NY4/19 Pa4/23 Ba4/25 HR4/27 Sa4/30 Chsn 5/1
3/19 Steel Recorder Isthmian NY4/22 N05/2
3/22 Express Am-Exp Bo4/29 NY5/1 Pa5/5 Ba5/7 HR5/11 Sa5/14 Chsn5/15
4/9 Steel Maker Isthmian N05/17
4/9 Torch Hellenic NY5/11 Pa5/14 Ba5/15 N5/17
4/25 Steel Director Isthmian NY5/27 N06/9

COCHIN

3/10 Taylor Am-Pres NY4/3 Bo4/8 Pa4/20 Ba4/21 HR4/23 LA4/28 SF5/1
3/15 Spirit Hellenic NY4/11 Pa4/14 Ba4/15 N4/17
3/15 Steel Worker Isthmian Bo4/10 NY4/11
3/16 Steel Vendor Isthmian N04/16
3/20 Explorer Am-Exp Bo4/17 NY4/19 Pa4/23 Ba4/25 HR4/27 Sa4/30 Chsn 5/1
3/25 Adams Am-Pres NY4/28 Bo5/3 Pa5/5 Ba5/6 HR5/8 LA5/23 SF5/26
3/29 Steel Recorder Isthmian NY4/22 N05/2
3/29 Express Am-Exp Bo4/29 NY5/1 Pa5/5 Ba5/7 HR5/11 Sa5/14 Chsn 5/15
4/1 Steel Chemist Isthmian Bo4/28 NY4/29
4/7 Monroe Am-Pres NY5/13 Bo5/18 Pa5/20 HR5/21 SF7/9
4/15 Steel Maker Isthmian N05/17
4/15 Torch Hellenic NY5/11 Pa5/14 Ba5/15 N5/17
4/17 Steel Executive Isthmian Bo5/14 NY5/15
4/23 Hayes Am-Pres NY5/28 Bo6/2 Pa6/4 Ba6/5 HR6/7 LA6/23 SF6/26
5/1 Steel Director Isthmian NY5/27 N06/9
5/3 Steel Rover Isthmian Bo5/29 NY5/31
5/4 Garfield Am-Pres NY6/9 Bo6/14 Pa6/16 Ba6/17 HR6/19 LA7/5 SF7/8
5/16 Steel Chemist Isthmian Bo6/12 NY6/13
5/22 Coolidge Am-Pres NY6/25 Bo6/30 Pa7/2 Ba7/3 HR7/5 La7/21 SF7/24
6/1 Steel Admiral Isthmian Bo6/27 NY6/28

COLOMBO

3/13 Steel Worker Isthmian Bo4/10 NY4/11
3/14 Magdapur Cunard Bo4/15 NY4/17 Pa4/20 N4/22 Ba4/25
3/14 Manipur Cunard Sa4/13 N04/18 Ho4/21 Ga4/23
3/15 Steel Vendor Isthmian N04/16
3/20 Lexa Maersk Ha4/13 NY4/16 M15/5
3/23 Adams Am-Pres NY4/28 Bo5/3 Pa5/5 Ba5/6 HR5/8 LA5/23 SF5/26
3/24 Steel Recorder Isthmian NY4/22 N05/2
3/27 Express Am-Exp NY5/1 Pa5/5 Ba5/7 HR5/11 Sa5/14 Chsn 5/15
3/30 Steel Chemist Isthmian Bo4/28 NY4/29
4/4 Monroe Am-Pres NY5/13 Bo5/18 Pa5/20 HR5/21 SF6/9
4/7 Laura Maersk NY5/7 M15/21
4/14 Steel Maker Isthmian N05/17
4/15 Exhibitor Am-Exp NY5/19 Pa5/22 Ba5/24 HR5/28 Sa5/31 Chsn 6/1
4/15 Steel Executive Isthmian Bo5/14 NY5/15
4/21 Hulda Maersk Ha5/16 NY5/19 M16/5
4/21 Hayes Am-Pres NY5/28 Bo6/2 Pa6/4 Ba6/5 HR6/7 La6/23 SF6/26
4/29 Steel Director Isthmian NY5/27 N06/9
5/1 Steel Rover Isthmian Bo5/29 NY5/31
5/2 Garfield Am-Pres NY6/9 Bo6/14 Pa6/16 Ba6/17 HR6/19 LA7/5 SF7/8
5/8 Anna Maersk NY6/6 M16/20

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SAILS	SHIP	LINE	DUE
5/14	Steel Scientist	Isthmian	Bo6/12 NY6/13
5/20	Coolidge	Am-Pres	NY6/25 Bo6/30 Pa7/2 Ba7/3 HR7/5 LA7/21 SF7/24
5/20	Lica	Maersk	Ha6/13 NY6/16 M17/5
5/30	Polk	Am-Pres	NY7/8 Bo7/13 Pa7/15 HR7/16 SF8/4
6/1	Steel Admiral	Isthmian	Bo6/27 NY6/28

DJAKARTA

3/12	Steel Chemist	Isthmian	Bo4/28 NY4/29
3/18	Laura	Maersk	NY5/7 M15/21
3/21	Madison	Am-Pres	LA4/26 NY5/12 Ba5/17 Bo5/21
3/28	Fillmore	Am-Pres	LA5/8 NY5/24 Ba6/1 Bo6/5
3/29	Steel Executive	Isthmian	Bo5/14 NY5/15
4/13	Steel Rover	Isthmian	Bo5/29 NY5/30
4/17	Taft	Am-Pres	LA5/26 NY6/11 Ba6/16 Bo6/20
4/18	Anna	Maersk	NY6/6 M16/20
4/26	Steel Scientist	Isthmian	Bo6/12 NY6/13
4/30	Grant	Am-Pres	LA6/10 NY6/26 Ba7/2 Bo7/16
5/11	Steel Admiral	Isthmian	Bo6/27 NY6/28
5/18	McKinley	Am-Pres	LA6/26 NY7/12 Ba7/17 Bo7/21

DJIBOUTI

3/20	Spirit	Hellenic	NY4/11 Pa4/14 Ba4/15 Nf4/17
3/21	Magdapor	Cunard	Bo4/15 NY4/17 Pa4/22 Ra4/25
3/23	Steel Worker	Isthmian	Bo4/10 NY4/11
3/27	Sarangani	Nedlloyd	NY4/19 LA5/8 SF5/11 Po5/16 Se5/20 Va5/23
3/28	Explorer	Am-Exp	Bo4/17 NY4/19 Pa4/23 HR4/27 Sa4/30 Chsn 5/1
4/3	Steel Recorder	Isthmian	NY4/22 N05/2
4/9	Steel Chemist	Isthmian	Bo4/28 NY4/29
4/9	Express	Am-Exp	Bo4/29 NY5/1 Pa5/5 Ba5/7 HR5/11 Sa5/14 Chsn 5/15
4/20	Lawak	Nedlloyd	NY5/13 LA6/1 SF6/5 Po6/10 Se6/15 Va6/19
4/25	Steel Executive	Isthmian	Bo5/14 NY5/15
4/28	Exhibitor	Am-Exp	Bo5/17 NY5/19 Pa5/22 Ba5/24 HR5/28 Sa5/31 Chsn 6/1
5/11	Steel Rover	Isthmian	Bo5/29 NY5/31

SAILS	SHIP	LINE	DUE
5/16	Rondo	Nedlloyd	NY6/7 LA6/26 SF6/29 Po7/3 Se7/7 Va7/13
5/24	Steel Scientist	Isthmian	Bo6/12 NY6/13
6/9	Steel Admiral	Isthmian	Bo6/27 NY6/28

HONG KONG

3/14	Wilson	Am-Pres	SF4/1 LA4/6
3/17	Monroe	Am-Pres	NY5/13 Bo5/18 Pa5/20 HR5/21
3/18	Jeppesen	Maersk	LA4/12 NY4/27
3/25	Tyler	Am-Pres	LA4/10 NY4/26 Ba5/2 Bo5/6
3/30	Arthur	Am-Pres	LA4/20 SF4/25
4/1	Hayes	Am-Pres	NY5/28 Bo6/2 Bo6/4 Ba6/5 HR6/7
4/3	Susan	Maersk	SF4/26 NY5/12
4/12	Garfield	Am-Pres	NY6/9 Bo6/14 Pa6/16 Ba6/17 HR6/19
4/18	Maren	Maersk	LA5/11 NY5/26
4/22	Fillmore	Am-Pres	LA5/8 NY5/24 Ba6/1 Bo6/5
4/30	Coolidge	Am-Pres	NY6/25 Bo6/30 Pa7/2 Ba7/3 HR7/5
5/3	Rita	Maersk	SF5/25 NY6/11
5/14	Polk	Am-Pres	NY7/8 Bo7/13 Pa7/15 HR7/16
5/18	Effie	Maersk	LA6/11 NY6/26
5/25	Grant	Am-Pres	LA6/10 NY6/26 Ba7/2 Bo7/6

KOBE

3/10	Sally	Maersk	SF3/25 NY4/11
3/15	Moor	Pioneer	NY4/9 Ba4/13 Nf4/15 Pa4/17
3/16	Harrison	Am-Pres	SF4/2 LA4/4 SD4/10
3/18	Wilson	Am-Pres	SF4/1 LA4/6
3/21	Yamawaka	Yamashita	LA4/5 NY4/18 Bo4/22 Pa4/24 Ba4/25 Nf4/28
3/25	Jeppesen	Maersk	LA4/12 NY4/27
4/4	Arthur	Am-Pres	LA4/20 SF4/25
4/9	Susan	Maersk	SF4/26 NY5/12
4/21	Yamakimi	Yamashita	LA5/6 NY5/18 Bo5/22 Pa5/24 Ba5/25 Nf5/28
4/24	Maren	Maersk	LA5/11 NY5/26
5/9	Rita	Maersk	SF5/25 NY6/11
5/21	Yamakuni	Yamashita	LA6/8 NY6/24 Bo6/28 Pa6/30 Ba7/1 Nf7/3
5/25	Effie	Maersk	LA6/11 NY6/26

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Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Brazil	Deliveries—from: Others	Total	Visible Supply—1st of Month Brazil	Others	Total
1957							
April	1,209	500	528	1,028	729	547	1,276
May	1,431	546	906	1,452	759	663	1,422
June	1,301	544	792	1,336	732	606	1,338
July	1,122	563	550	1,113	545	635	1,180
August	1,588	571	1,044	1,615	599	675	1,274
September	1,290	634	579	1,213	667	645	1,312
October	1,394	721	884	1,605	704	769	1,473
November	1,801	654	962	1,616	650	590	1,240
December	1,790	963	885	1,848	610	1,075	1,685
1958							
January	1,874	674	1,093	1,767	561	723	1,284
February	1,062	281	874	1,155	718	625	1,343
March	1,436	510	1,078	1,588	605	643	1,248
April	1,548	578	923	1,501	615	496	1,111
May	2,010	688	1,162	1,850	768	513	1,281
June	1,654	480	821	1,301	1,007	533	1,540
July	1,253	462	1,056	1,518	779	609	1,388
August	1,114	419	709	1,128	671	433	1,104
September	1,160	668	509	1,177	822	356	1,178
October	2,106	707	1,481	2,188	654	470	1,124
November	1,703	818	873	1,691	748	470	1,218
December	2,046	971	1,072	2,043	956	385	1,341
1959							
January	1,391	563	1,012	1,575	551	512	1,063
February	972	780	1,167	1,947	693	357	1,050

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

SAILS	SHIP	LINE	DUE
SHIMIZU			
3/12	Sally	Maersk SF3/25 NY4/11	
3/17	Moor	Pioneer NY4/9 Ba4/13 Nf4/15 Pa4/17	
3/18	Harrison	Am-Pres SF4/2 LA4/4 SD4/10	
3/23	Yamawaka	Yamashita LA4/5 NY4/18 Bo4/22 Pa4/24 Ba4/25 Nf4/28	
3/27	Jeppesen	Maersk LA4/12 NY4/27	
4/6	Arthur	Am-Pres LA4/20 SF4/25	
4/12	Susan	Maersk SF4/26 NY5/12	
4/23	Yamakimi	Yamashita LA5/6 NY5/18 Bo5/22 Pa5/24 Ba5/25 Nf5/28	
4/27	Maren	Maersk LA5/11 NY5/26	
5/12	Rita	Maersk SF5/25 NY6/11	
5/23	Yamakuni	Yamashita LA6/8 NY6/28 Pa6/30 Ba7/1 Nf7/3	
5/28	Effie	Maersk LA6/11 NY6/26	

YOKOHAMA

3/10	Johnson	Am-Pres LA3/22 SD3/27 SF3/29	
3/15	Sally	Maersk SF3/25 NY4/11	
3/19	Moor	Pioneer NY4/9 Ba4/13 Nf4/15 Pa4/17	
3/20	Wilson	Am-Pres SF4/1 LA5/6	

SAILS	SHIP	LINE	DUE
3/26	Yamawaka	Yamashita LA4/18 Bo4/22 Pa4/24 Ba4/25 Nf4/28	
3/31	Jeppesen	Maersk LA4/12 NY4/27	
4/8	Arthur	Am-Pres LA4/20 SF4/25	
4/15	Susan	Maersk SF4/26 NY5/12	
4/26	Yamakimi	Yamashita LA5/6 NY5/18 Bo5/22 Pa5/24 Ba5/25 Nf5/28	
4/30	Maren	Maersk LA5/11 NY5/26	
5/15	Rita	Maersk SF5/25 NY6/11	
5/26	Yamakuni	Yamashita LA6/8 NY6/24 Bo6/28 Pa6/30 Ba7/1 Nf7/3	
5/31	Effie	Maersk LA6/11 NY6/26	

* Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C.Z.

Named to handle new Hixson coffee

Keyes, Madden & Jones, Chicago advertising agency, has been named by H. H. Hixson & Co., Inc., Chicago, to handle a new coffee.

The coffee will be introduced in New York and Chicago, and then will be expanded into national distribution, the agency said.

QUALITY COFFEES

BRAZILS

SANTOS • PARANAGUA • ANGRA • RIO DE JANEIRO

CENTRAL AMERICANS

COSTA RICA • GUATEMALA • NICARAGUA • SALVADOR

COLOMBIANS

MEDELLIN • ARMENIA • MANIZALES • SEVILLA • GIRARDOT

W.R. GRACE & CO.

tools for more consumption

(Continued from page 16)

Help the homemaker *get* and *keep* a standard measure for coffee and water." If I could put that in my own words, I would say: "Emphasize the importance of the CBI approved recipe for coffee making."

No one roaster, no one group of roasters, no one organization, can stem the tide alone. This is distinctly an industry problem, to be attacked as such. With strength of purpose, there is no reason in the world why such a campaign should not succeed—but it will take a lot more than lip service. Good, sound action on a universal basis is what is called for.

The current better brewing campaign is a splendid example of teamwork. Here you have the three coffee trade organizations—the National Coffee Association, the Pan-American Coffee Bureau and The Coffee Brewing Institute—focusing their attention, talents and efforts on a single objective. Early results of this unified effort have been very encouraging. But the grave danger is that the initial enthusiasm that greeted this effort will wane and the whole project will die on the vine.

Individual roasters

We, of course, would like to see even greater response. This can come through the support of the better brewing campaign by individual roasters in their advertising columns, through more extended use of approved directions of cans and bags, and through the stressing of correct brewing procedures in radio and television commercials. Our staff is available to assist you in this field.

On a trial basis during the last nine months, we have conducted home brewing demonstrations on radio and television that have taken the better brewing campaign right into the kitchens of 2,100,000 homes—at no additional cost to the industry. The response has indicated the real desire of the consuming public for correct brewing instructions.

The Coffee Brewing Institute's job has been essentially educational and investigational. It has also involved an element of persuasion, which for the want of a better term we may call selling. In this case it is not the selling of the commodity, but the selling of an idea, an idea capable of benefiting both the industry and its consumers. On the face of it, such a set-up should be comparatively simple to put over, because everybody involved stands to gain.

But it hasn't been easy. Why? History and economics can best tell that story. Up to a point, an interesting parallel can be drawn between the period when CBI was founded and the present time. Coffee was abundant then. It is abundant now. Brewing was a problem then. It still remains a problem. But here the similarity ends.

During the intervening six years the trade has run the gamut of coffee economics. Scarcity ushered in high prices, high prices accentuated competition. Some competitive practices degraded brewing standards. Taste discrimination was lowered, and consumers suffered. The Institute weathered all this.

Our initial job was to alert the trade as to the character of our organization, the nature of its objectives and how we planned to carry them out. But before we could pro-

ceed intelligently, we had to find out from you what your problems were and where we could be of assistance. Our object was, and continues to be, to work with you.

Organizationally, our operation was divided to serve three broad areas: First, technical research, which has concerned itself with the investigation and study of the commodity, of the beverage, of the equipment used to prepare the beverage, and of allied constituents used in the preparation of the beverage. Secondly, field research, which has a staff of four representatives situated in the main geographical subdivisions of the country, who work with the roasters, with public feeders, with equipment manufacturers. And finally public relations, which conducts a consumer program, along with its duties of publicizing the work and policies of the Institute.

We've had to devise ways and means of effectively broadcasting the information we've developed and making the services we have designed available to as many people as possible. Aside from using the conventional media, we have developed such features as the Mail Order Brew Analysis Service, which enables roasters, public feeders and even consumers, in any part of the country, to send us beverage samples for analysis and evaluation.

We also have the do-it-yourself "Coffeetime" program for consumer organizations, which calls for the active participation of the sponsoring group in promoting better brewing techniques. And, in addition, we have a full-scale laboratory consultation service available to you in the industry. It is at your beck and call.

All this, of course, supplements the direct contact work of our field staff—the work we have done with roasters in helping them solve technical problems; the quantity brewing demonstrations, which have been presented before public feeders and members of the trade; the work with the youth market through our Armed Services Program, and through our appearances on television and radio, many of them arranged by you people in the trade.

By helping your customer attain the best out of your blend you will be helping yourself. Satisfied customers mean increased sales.

Brazil boosts domestic coffee consumption

Based on the initial results of the Brazilian Coffee Institute's program to increase coffee use in Brazil, annual coffee consumption there may increase to from 4,000,000 to 6,000,000 bags per year, according to Joao Roberto Suplicy Hafers, IBC representative in the United States.

Mr. Hafers, who recently returned from Brazil, said that the response of local Brazilian roasters to the offer of green coffee from IBC stocks at "low" prices exceeded expectations.

Mexico sets up Coffee Institute

Mexico has established a Coffee Institute to promote and improve the cultivation and processing of coffee, and trade in this product.

Functioning as an agency of the Ministry of Agriculture, the institute will supervise and carry out the commitments which Mexico has undertaken in connection with the Latin American Coffee Agreement.

Editorials

Surplus and sales

Two problems, not unrelated, dominated the 1959 convention of the National Coffee Association.

One was the great problem of the world's coffee surplus. The other was the stubborn problem of more coffee sales.

On both, some straight talk came from the platform at Boca Raton.

Progress was reviewed. But even more, difficulties to be met were stated frankly.

As we all know, the year between this convention and the last saw, at times, almost feverish activity by coffee producing countries and consumers to reach an international meeting of minds on what to do about the surpluses.

At one point, international agreement was close. But failure to achieve it was not followed by disorderly retreat.

The Latin American producers set up their own agreement on crop retentions. France and Portugal took similar action, on their own. And the world's coffee interests settled down once more, in the International Coffee Study Group, to seek out answers.

From the summaries presented at the NCA convention, it is clear that answers are not easy. But there are signs that thinking is crystallizing.

Opinion is now fairly widespread that retentions, export controls or even the moot technique of import controls, are only stopgaps.

The real answer, it is now being said, will be twofold. We will have to face up to cutbacks in production, on a planned basis. And we will have to win recognition that the problem goes far beyond coffee alone, into larger aspects of the economies of the countries affected.

NCA's 1959 convention gave many signs that the United States coffee trade has not stood still on its historic decision of the year before.

That was the decision to abandon the old attitude of opposition to any controls on coffee. It came in a resolution which recognized great dangers in the surpluses, and committed NCA to work with the United States government and producing countries to seek "sound solutions."

The decision clearly helped in the unfolding of our government's policies on coffee, and in the work of the International Coffee Study Group.

Now, at Boca Raton, United States trade policies again moved forward. The 1958 goal of "sound solutions" had

begun to take some shape. In 1959 an NCA spokesman was able to speak of retentions and export controls as emergency measures only, and to suggest a widening of economic horizons to take in other resources.

Now, too, the idea of limiting coffee production is being widely discussed.

The other big problem, selling more coffee, came in for even more platform time than surpluses—and that's as it should be in a convention of the United States trade.

Here, again, there was progress. Since the last convention, campaigns were launched—for example, the better-brewing drive, on which NCA, the Pan-American Coffee Bureau and The Coffee Brewing Institute focused simultaneous effort.

NCA was able to report a real advance in the use of approved brewing instructions on coffee cans and bags. This is a substantial achievement.

Similarly, national response to "Everybody Wonders", NCA's booklet for teenagers, was astonishingly enthusiastic among teachers, parents and the young people themselves.

But both campaigns—better brewing and the teenage booklet—might have yielded far more. What was missing? From the platform, retiring NCA Chairman Frederick H. Silence put it this way:

"This is another vehicle (Everybody Wonders) for expanding coffee consumption which, like the better-brewing campaign, has not been utilized by the very people who can travel farthest with it—the coffee industry itself."


By implication, although it might well have been explicit, the convention pointed up opportunities for more coffee volume which could be tapped by stepped-up industry-level promotion through the Pan-American Coffee Bureau.

This means finally breaking through to the 25¢ per bag, in place of 10¢, as the contribution by members countries to PACB.

In the light of the surplus, and of the potentials for more sales, this increase in promotion money is the least that can be done.

Opinion in the trade here is almost universally in favor of it. Where there are differences, it is on amount. Many coffee men feel it should be \$1.00, not 25¢.

The opportunities for more sales underlined by the Boca Raton convention should encourage renewed efforts by the producers to come to achieve a break-through on this problem.



*Importers
to the Tea Trade
since 1846*

— • —

Carter, Macy Company, Inc.

37-41 Old Slip, New York 5, N. Y.

MEMBER: TEA ASSOCIATION OF U.S.A.

Is a new round of package upgrading likely in tea?

Is a new round of package upgrading likely in tea?

That's the question asked by Modern Packaging, in an article on the redesigned Salada Tea packages. A number of new features in the Salada containers may well trigger such a trend, the packaging magazine indicates.

Salada-Shirriff-Horsey, Inc., Boston, claims to be the first in the tea field to lithograph its cartons by the four-color process, the magazine notes.

The key illustration on the cartons is a vignette of a floral-patterned china cup full of steaming tea. This, Salada feels, introduces real appetite appeal "in place of the flamboyant poster design common to tea packaging," according to the article.

Modern Packaging thinks that Salada may be a pace setter in this respect for tea, as were the first users of full-color, appetite-appeal illustrations on cartons for cake mixes, cereals and other foods.

Salada has also chosen all-white backgrounds, the article notes, "as a means of providing maximum shelf standout amidst competitors, most of which have strong color backgrounds!"

Citing the fact that Salada has long been proud of a quality product, Modern Packaging emphasizes that Salada has overlooked no details to express product quality through improved packaging.

The new cartons for tea bags have paper-backed foil liners for added protection—promoted in copy on the package as "foil-sealed freshness—new canister-like package lined with aluminum foil—completely sealed carton—easy open—easy close." Opportunity for reclosure is provided by a special lift tab that can be fitted into a base slot in the carton flap.

... and loose tea?

What about loose tea? The article points out that this package is equipped with a convenient side-opening metal pouring spout. Salada says it is the first in the industry—and that it is an innovation meeting with wide acceptance.

All of the packages are cellophane overwrapped for additional protection and more attractive appearance.

Modern Packaging also reports on Salada's use of friendly sayings, called "tag lines," printed on each tea-bag tag. Scores of these are used. For example: "Strangers are friends you haven't met" . . . "The noblest revenge is forgiveness" . . . "The world looks brighter behind a smile" . . . "No one is rich enough to be without a neighbor" . . . "Blessed are the brief for they will be invited again."

In its promotional copy about the "tag lines," Salada says, "Only Salada gives you a bit of fun and philosophy with every cup of tea." The packaging magazine surmises that the tag sayings are calculated to spark tea-time con-



Full color hot tea picture on one side, iced tea on the other—that's the way Salada handles the facings on its new tea bag package.

versation while the tea is brewing—and, of course, to draw attention to the brand name.

The new packaging did not just happen, according to Salada-Shirriff-Horsey officials. It represents the combined efforts of sales and marketing people at Salada, the company's ad agency and the supplier of the lithographed cartons, the Forbes Lithograph Manufacturing Co., Boston.

More than two months' time was required to arrive at a selection of the basic design from more than 50 submitted sketches, the article notes.

Extreme care was exercised in the handling of the lettering of the brand name to maintain strong recognition, yet relate it properly to the cup-of-tea illustration and the over-all design of the package.

Selection of the cup and saucer was made after a study of many china patterns and shapes.

Special attention was given to supporting copy, such as contents information, net weight, directions for tea making and promotional copy to make certain each received sufficient emphasis but would not interfere with the over-all design effect. Extra emphasis was given to the "deep-flavor" theme promoted in all the company's advertising.

The new carton design was tested under actual selling conditions before the total change-over was authorized, based on sales statistics compiled in a large number of markets.

Modern Packaging concludes with this comment by Salada: "Proof of the effectiveness of a quality package for a quality product is the way consumers are reacting at the point of sale."

the outlook for tea mechanization in India

In this increasingly mechanized world, it is not surprising that a recurring subject is the mechanization of tea. This commodity is, by tradition, largely a product of manual labor. Yet pressure toward mechanization exists, and research and experiments continue.

The picture is uneven. From the Soviet Union come reports of mechanical pluckers now in operation. In East Africa, opinion on mechanical plucking—at least for the near future—is negative.

This article, from Planting and Commerce, reviews the outlook for mechanization in India—in the field, where it is virtually non-existent now, and in the factory, where mechanization does exist and the problem is further development.

The tea industry in India is in the happy position of having sufficient labor whose standard of work is probably unsurpassed anywhere in the world where tea is cultivated. However, this is speaking of the past and present. What of the future? New industries are being created which might well compete in the recruitment of labor, resulting in either a shortage or a general increase in the wage structure.

Long before tea became of world importance, tea culture and manufacture were essentially executed by manual effort, and even today this may be said to apply in a general sense. So with the uncertainties of the future, the industry applies its energies to the investigation of mechanization of tea.

In the field, there is considerable scope for mechanization, and in fact new and old land in the Assam Valley and elsewhere where suitable ground formation permits is cleared and cultivated by mechanical methods in the initial phase of planting. These are tasks which are done better and cheaper by machine than is possible by hand. And so, in land where tea is due for replanting, the uprooting of the old bushes is performed by tractor and winch. Subsequent tillage of the soil is also done by tractor and plough.

When tea comes into bearing, quite another set of conditions present themselves. Briefly speaking, the work now involved is plucking and general cultivation, which includes application of fertilizers, spraying against pests and blights, weed control, pruning, etc. How many of these duties can be done by mechanical means? The answer is that if tea estates are designed to handle mechanical equipment, which implies that roading and drainage must allow for the easy passage of vehicles, then it can be stated that none of the duties mentioned could not be handled by a machine.

Now there are degrees of efficiency involved when comparing the hand with the machine method. Good hand plucking is immeasurably superior to machine harvesting, but it is doubtful whether superiority can be claimed when the standard of hand plucking is poor. The application of fertilizers and insecticides by hand requires adequate supervision in order that optimum benefits are obtained. Applying these by machine must result in considerably greater uniformity, owing to the constant speed of a machine, when compared with hand methods, which even at best are necessarily patchy in execution.

On the question of pruning, the machine can be said to

excel over hand methods as regards cost. In an area designed for machine operation, a mechanical pruner can deal with about 1,000 bushes per hour. In tea planted four square, a machine will prune in three and a half hours an acre which contains approximately 3,000 tea bushes. A similar area, hand pruned, requires some 25 persons to execute the work.

The above remarks apply in the main to the Assam Valley. Tea, however, is grown and manufactured under a considerable variety of climatic and geographical conditions. Some of these conditions definitely rule out any form of mechanical substitution for hand methods, where ground formation is irregular or excessively steep. In Assam generally and in West Bengal, the opportunities for exploiting mechanization in the field are distinctly promising.

Tea manufacture is a most controversial subject. Certain important basic characteristics in the manufacture of black tea are determined in the stage immediately succeeding withering, or in the case of non-wither manufacture, by the methods applied during the processing preceding fermentation.

Mechanical plucking not likely in East Africa in near future

Mechanical plucking is not likely to become generally adopted in East Africa in the near future.

That's the opinion of N. A. Goodchild, agriculturist at the Tea Research Institute of East Africa, who has been studying experimental operations.

"The indications are in the main promising," concludes Mr. Goodchild. "But much more study is required both on the mechanical and the field sides before mechanical plucking is likely to become generally adopted on estates."

Mechanization of tea as applied to the manufacturing aspect implies the elimination of handling. Although manufacturing methods in general are achieved by mechanical means, the type of machines used in some of the stages of processing create additional handling. This is brought about by bulking considerable quantities of leaf in any one particular stage. It is not easy to eliminate some of the factors which lead to this bulking process by merely introducing a continuous mechanical method.

In the withering of tea there is a factor known as the biochemical change, which so far as is known is a period of time. This is about 18 hours under normal atmospheric conditions, in order to arrive at the desirable biochemical change. The system of withering leaf by natural atmospheric or prolonged artificial means automatically obtains the biochemical change.

(Continued on page 62)

To: All Tea Packer Management

To: All Tea Packer Management

Here's the most important NEWS for increasing your institutional Iced Tea business ever to come your way.

1-2-3 ICED TEA SALES AND SERVICE PLANS FOR THIS SUMMER.

"INCORPORATE THE 1-2-3 ICED TEA SALES AND SERVICE
PITCH IN YOUR SALES PROMOTION PLANS FOR THIS SUMMER."

It gives you

It gives you
SERVICE for your institutional customers because
the new method described in the next two pages
takes all the guesswork out of preparing the
profitable Iced Tea beverage.
you can offer your restaurant
what they need

SERVICE because you can offer your restaurant accounts the advertising material they need to call their customers' attention to this high-profit beverage.

SALES because this method will win and hold on to good Iced Tea customers for your accounts.

SALES because your tea volume will gain every
time your restaurant accounts sell their
customers this full-flavored Iced Tea.

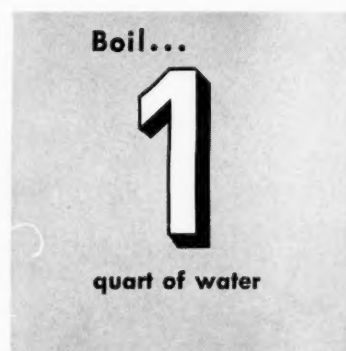
So ... why not read the next pages and determine 1-2-3 to make this your 1959 Iced Tea promotion.

SEE NEXT PAGE...

A new idea to help you sell restaurants—

NEW 1-2-3 METHOD ICED TEA IN

Simply multiply this
formula by the
NUMBER OF GALLONS
of iced tea required



*It's the easiest, most convenient, most foolproof way
yet found for making Iced Tea in any quantity!*

BETTER QUALITY CONTROL...

No guesswork, no variation in flavor. It's the best Iced Tea every time, because you use the same basic 1-2-3 recipe for any quantity.

BETTER QUANTITY CONTROL...

Now it's easy to make a batch for an entire meal, or just an extra batch.

LESS WATER TO BOIL AND HANDLE...

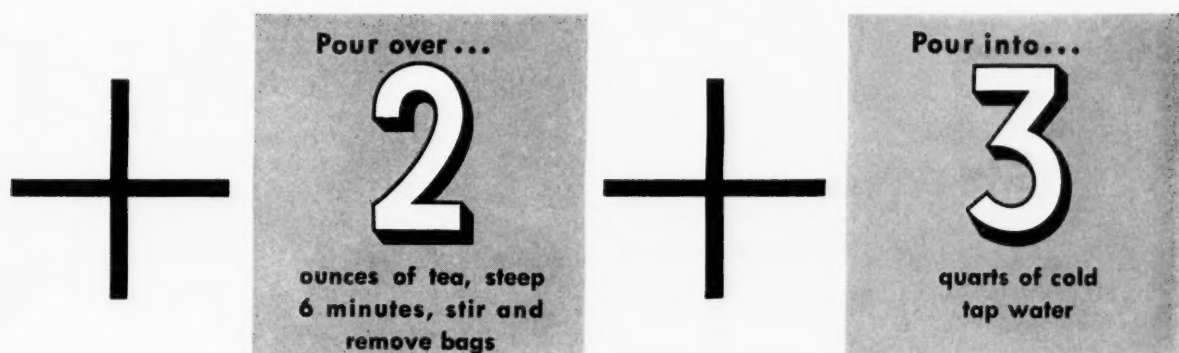
Only one quart of water to boil for every gallon of Iced Tea. This saves time, reduces handling hazards.

LESS ICE NEEDED...

Only one part hot tea is added to three parts cold tap water, automatically cooling the mixture to room temperature. Tea can be kept at room temperature up to 4 hours and iced when served.

FREE! SEND TODAY

FOR MAKING ANY QUANTITY

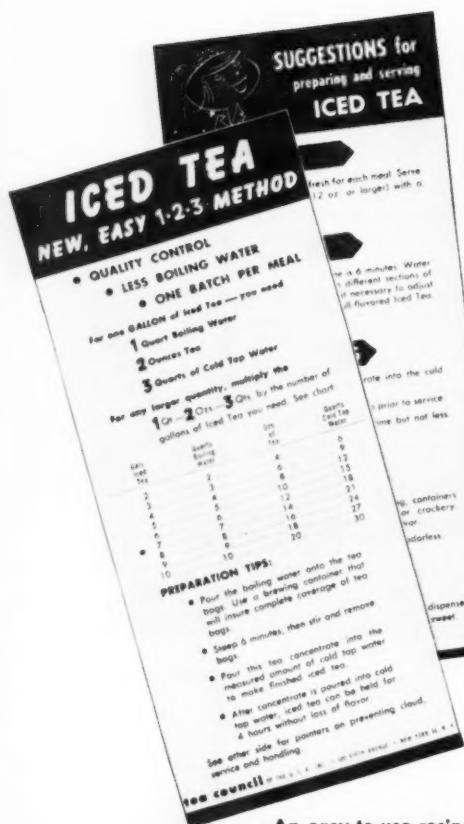


**Start selling now! You're selling
a method that works—a method
that sells Tea for you and your
restaurant customers.**

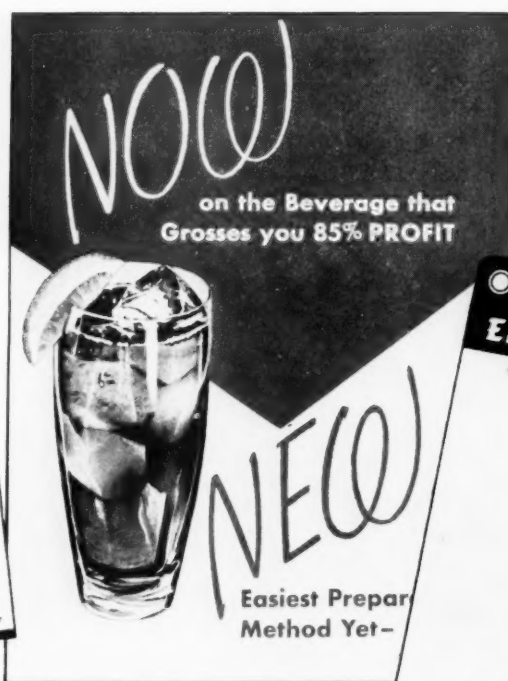
FOR NEW SALES HELPS!

For details see **next page →**

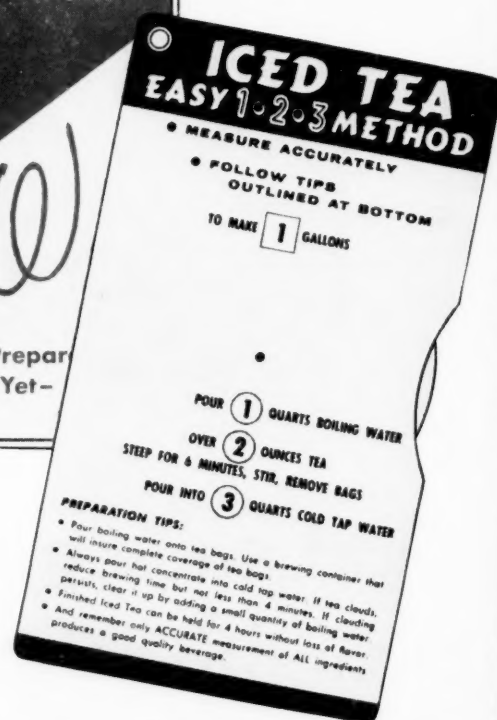
3 New Sales Pieces that will help you sell more Iced Tea



An easy-to-use recipe card with simple directions for the "1-2-3 Method." Also contains practical tips on preparation and service.



This handsome sales brochure outlines the great profit story on Iced Tea. Gives a quick, clear explanation of the "1-2-3 Method."



A novel, attention-getting sales tool to give restaurateurs. Exact ingredient quantities for making anywhere from 1 to 15 gallons of Iced Tea—at the spin of a dial! Made of tough, stainproof material that wipes clean with a damp cloth, it's the perfect piece for the restaurateur to put in the kitchen for his beverage personnel.

Clip and mail coupon today for free sample and order blank of these sales helps. (Available in quantity at actual printer's cost.) Start planning now for the biggest Iced Tea season yet.

Tea Council of The U. S. A., Inc., 500 Fifth Ave.
New York 36, New York

Gentlemen:

Please send me a sample set of Iced Tea sales helps,
plus an order blank for additional quantities at
printer's cost.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

tea council

of the USA, Inc.

500 FIFTH AVENUE
NEW YORK 36, NEW YORK

African tea strengthens its position

Africa's tea producers strengthened their competitive position last year. More output was accompanied by brighter liquoring teas, according to this review in The Tea and Rubber Mail, London.

Higher prices were paid for African teas offered on the London market in 1958. The average price shot up by 2d. a lb., acknowledging the general improvement in the level of quality.

Africa had a larger quantity to market, with cropping stimulated by recently planted areas coming into production. Of the increase available, a larger quantity was consigned to the Nairobi auctions as well as to meet the growing demands of the local consuming markets. Nairobi, which celebrated its second year of operations last November, is more than fulfilling the brightest hopes, with over 5,000,000 lbs. auctioned last year.

Any lingering feeling that African teas do not receive fair treatment on the London market must have disappeared by now. The increasing quantity that is being produced there and coming onto the world's markets is meeting appreciative buyers, and nowhere is this more apparent than in London, where the greater proportion of the crop is marketed. Much of the better quality teas coming from Africa arrive at a time when the U.K. packer is faced with a paucity of the brighter liquoring teas from the older sources—India and Ceylon—and it is with avidity that buyers switch their attention to these attractive teas, which are urgently needed for the proprietary packets.

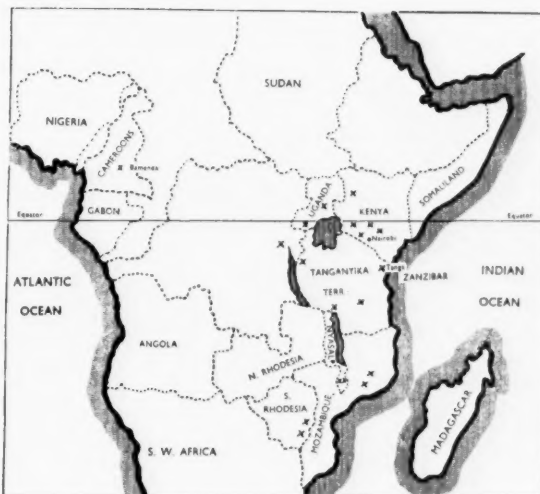
The country of origin is immaterial to a blender seeking the teas he requires; neither is the fact that the producer has had to pay out heavy export duties. The teas are bought solely on their merit, and the fact that African teas on the London market averaged over 2d. a lb. more during 1958 than in 1957 points to the overall quality of the offerings, as buyers have been discriminating, faced as they have been with abundant supplies of the medium and plainer descriptions.

Reasons for the general improvement in the level of quality stem not only from the necessity for producers to meet the exacting demands of buyers by greater care both in the field and in the factory. It is also a result of the fact that many hundred of acres of new areas put out in the postwar years are reaching maturity, and with the passing of their adolescence, give an improved leaf.

Despite the unprecedented drought in the latter months of 1957, continuing into 1958, which hit Nyasaland and Portuguese East Africa, the crop in 1958 created another record. Marketing of this bumper harvest was assisted not only by its own internal consumption, but by Nairobi, where the second year of operations has just been completed.

In all, East Africa has four outlets for her tea: (1) London, (2) Nairobi, (3) the Pool and (4) private sales.

The Pool has a more dignified title, "Associated Tea Growers of East Africa," and was formed to ensure a reasonable supply of tea for local consumption at a reasonable



X marks tea growing areas

price. Membership is voluntary, but the majority of producers send to the pool a percentage of their crops and are paid rates directly related to those ruling in London, month by month.

Running of the pool for the three territories—Kenya, Uganda and Tanganyika—is handled on behalf of the association by Brooke Bond & Co., which has the facilities for packing and marketing the teas.

While a certain amount of tea is sold by private treaty, there is a growing tendency for the larger producers to support the auction sales both in London and Nairobi.

It was towards the end of 1956 that a number of local firms in Nairobi got together and formed the East African Tea Trade Association, to establish facilities for the conduct of auction sales and to promote closer relations with tea producers in the best interests of the tea trade in Eastern Africa. The initial sale was held on November 7th, 1956, when the quantity offered comprised 149 chests of Kenya tea and 126 chests of Uganda.

Only one other sale was held that year, but the following year brought strong support from producers not only from the three territories, but from Nyasaland, the Belgian Congo and Portuguese East Africa. No less than 2,500,000 lbs. was offered. In 1958, that quantity was doubled with 5,800,000 lbs. catalogued, and the center attracted the teas from Mauritius. Nairobi enters its third year with high hopes of establishing new records, thus insuring that the producer with the choice of markets will be able to obtain the optimum price for his teas.

The future level of prices paid for African tea demand is influenced not only by the global supply-demand position but upon their ability to produce the teas that buyers require and the accent there is on quality. It is

(Continued on page 64)

**Joint Board meeting to be held
in Hershey, Pa., May 8th-10th**

Time and place have been set for the joint meeting of the Senior and Junior Boards of the Tea Association and the directors of the Tea Council.

It will be held the weekend of May 8th-10th at the Hershey Hotel, Hershey, Pa.

The joint session, a meeting of industry leaders in informal surroundings, has become an annual event.

**Tea demonstration cart studied
by Tea Association committees**

A demonstration cart to sample hot or iced tea in stores, clubs, ball parks and other public places has been developed by the Tea Demonstrations Committee of the Tea Association of the U.S.A., chaired by Rob Compton.

The association's directors approved Mr. Compton's request that the cart be turned over to the Merchandising Committee, to explore practical applications.

Mead elected president of N. E. Tea Club

Sumner Mead, of the Dwinell-Wright Co., was elected president of the New England Tea Club at a dinner meeting in the University Club, Boston.

Named vice chairman was Frank Waters, of Stanely W. Ferguson, Inc.

Other officers elected were David Davies, New England Tea Pack Co., secretary; and Robert Lewis, Delano, Potter & Co., treasurer.

**Midyear Tea Meeting set
for April 15th at Park Lane**

The Midyear Meeting of the Tea Association of the U.S.A. has been set for the afternoon of April 15th at the Park Lane Hotel, New York City.

The 1959 industry-level iced tea campaign will be presented, and association leaders will give capsule reviews of vital activities in the trade.

The business session will be followed by cocktails, with a total charge for the afternoon of \$4.00.

Heading up the arrangements is Joseph Diziki, of Carter, Macy & Co., Inc., a director of the association.

Mr. Lewis has held the treasurer's post since the organization was founded.

About 80 tea men and their wives attended the dinner meeting. After the elections, they saw a movie on Nantucket, with commentary by Ruth Ley.

Tired tea bags

Salvation Army Brigadier Frank Longino says that an Atlanta, Ga., housewife once phoned to say:

"Please send someone out to my house right away and I'll give him 1,000 tea bags."

It was found that every one of the tea bags had already been used.

**TETLEY TEA
is specially made
for tea bags**

**Blenders
of the World's
Finest Teas for
Over 100 Years**



TETLEY TEA CO., Inc., New York

MEMBER OF THE TEA ASSOCIATION OF THE UNITED STATES OF AMERICA

JOSEPH TETLEY & CO., Ltd. London



The U. S. Board of Tea Experts, meeting in New York City to set tea standards for the coming year. From left: Thomas Moss, Thomas J. Lipton, Inc., San Francisco; Albert Guarino, Irwin-Harrisons-Whitney, Inc., New York City; Alexander J. Grille, Henry P. Thomson, Inc., New York City; Edward Bransten, M.J.B. Co., San Francisco; Philip Hellyer, Hellyer & Co., Chicago; Angus W. McAdam, A. W. McAdam Co., Boston; Robert H. Dick, Tea Examiner for the U. S. Food and Drug Administration.

Country told about high standards for U. S. tea as Board of Experts meets to set grades for new year

People across the country were told last month about the high standards for all tea coming into the United States.

Newspapers, television and radio carried stories on the 56th annual meeting of the U. S. Board of Tea Experts at the offices of the Food and Drug Administration in New York City.

The stories emphasized United States tea's unique check on quality—the setting of minimum standards for all tea entering the country.

The Board's week-long function meeting resulted in the selection of grades which will govern all imports of tea into the U. S. for the 12-month period beginning May 1st, 1959.

On hand to help launch the tea tasting activities was Bill "Moose" Skowron, star first baseman of the New York Yankees who, along with most athletes, make tea "his training-table beverage."

Skowron, whose three-run homer capped the 1958 World Series, was the recipient late last year of the tea industry's first annual award in the sporting world for his "outstanding performance as a sportsman and for his exemplary standards in physical training."

The annual tea experts session continues a tradition established with the passage of the Tea Act in 1897 which, incidentally, antedates the Pure Food and Drug Act by nine years.

Prior to the turn of the century, American tea merchants recognized the need for such an act, and insisted that a board be established to set standards. These merchants actually wrote their own Tea Act, took it to Washington and pressed for its passage.

Participants in this year's joint industry-government operation included: Robert H. Dick, Tea Examiner of the

Food and Drug Administration, permanent secretary of the U. S. Board of Tea Experts; Albert Guarino, Irwin-Harrisons-Whitney, Inc., New York City; Alexander Grille, Henry P. Thomson, Inc., New York City; Edward Bransten, M. J. B. Co., San Francisco; Thomas Moss, Thomas J. Lipton, Inc., San Francisco; Phillip Hellyer, Hellyer & Co., Chicago, and Angus W. McAdam Co., Boston.

Landau elected director of Seeman Brothers

Seeman Brothers, Inc., New York City, distributor of White Rose products, has elected Fred Landau, senior partner of the accounting firm of Fred Landau & Co., as a director and a member of the company's executive committee.

Mr. Landau is a director and chairman of the finance committee of General Builders Corp., a director of Lanolin Plus, Inc., and a director of the Mt. Vernon Y.M. and Y.W.H.A., and the Childrens Blood Foundation of the New York Hospital. Mr. Landau is also a member of the National Board of Arbitrators.

A graduate of the School of Commerce, New York University, Mr. Landau has been a certified public accountant for more than 30 years. The Landau firm has offices in New York, Los Angeles and Washington, D. C.

He has done considerable work for the Finance Department of the U. S. Army. He is also active in various charitable organizations.

Burnett to handle tea for Salada in Canada

Salada-Shirriff-Horsey, Ltd., Toronto, has appointed the Leo Burnett Co. of Canada, Toronto, to direct advertising for all brands—including Salada tea—currently handled by McKim Advertising Ltd., effective April 1st.

The appointment follows assignment of McKim to a position of General Foods, Ltd., business.

Salada-Shirriff-Horsey is reported to have a \$1,600,000 ad budget in Canada, most of which is allocated to the Salada and Shirriff divisions acquired by Burnett; the remainder to the Horsey division and to some institutional advertising, which will continue to be placed by Bradley, Venning & Hilton.

Say Chinese tea growers get yields from new bushes in three, four years

Fukien tea growers are cultivating teas with a new method which enable the bushes to yield in only three or four years, according to the New China News Agency.

The saplings are grown from cuttings more than an inch long, taken from young trees of good strain. They begin to grow roots in about a month and 90% of them survive. The young plants are transplanted after six months, and yield their first output in three or four years.

Seven hundred million Oolong, Mao Fong and other tea bushes have been cultivated in this way in Fukien province in the past three years.

These trees, plus those grown directly from seed, would raise the total tea output of Fukien province 4.6 times by 1962, compared with 1957, the agency said.

The new method has been improved and is now being popularized in Chekiang, Kiangsu, Anhwei and Hunan provinces.



What do you do with a used tea bag? Put it in this tea-bag dish, says Servit Foods, which is offering it as an in-the-pack premium.

Tea-bag-dish premium offered by Servit, with 1¢ edge for grocer

What do you do with a used tea bag?

The Servit Foods Corp., New York City, is offering an answer—in the form of tea-bag dish.

Servit is making the dish available as a premium, packed right inside the package of Spoon-Lift Tea.

As an incentive to food store operators, Servit is tying the premium to a penny-sale banner, which tells customers they can get the spent tea-bag receptacle for only one penny

more than the regular price of Spoon-Lift Tea. The case price is unchanged, however, which means the extra penny goes to the grocer.

Servit feels the in-the-package premium brings to bear all the advantages of this form of merchandising, without any of the disadvantages of coupon handling which food store operators find objectionable.

The tea-bag dish has repeat power, Servit points out, since one of them is necessary for each place setting at the table.

"It can bring the customer back again to complete her set," comments Bert Hauser, Servit president.

Spoon-Lift Tea uses a patented paper strip on the tea bag instead of the usual string and tag. The spoon is slipped under the paper strap and hangs on the spoon while the tea is brewed. Servit claims this prevents "cardboard flavor" caused when tags fall into the tea.

Lipton to repeat teapot and cosy premium

To promote the sale of Lipton Tea and Lipton Flo-thru Tea Bags, the teapot and cosy premium featured by the company last year will be repeated this year, according to sales promotion manager C. Walter Lindgren.

The premium, highly successful last year, will be offered for \$2.50 and the top from any package of Lipton tea.

Brant on leave of absence from Tea Council

Gerard L. Brant, executive director of the Tea Council of the U. S. A., Inc., is on a two-months leave of absence, for reasons of health.

HENRY P. THOMSON, INC.

TEA IMPORTERS

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Boston, Mass.

120 Wall Street
New York 5, N. Y.

605 Third Street
San Francisco, Calif.

Member: Tea Association of the U.S.A.

Tea Movement into the United States

(Figures in 1,000 pounds)

	Oct. 1957	Nov. 1957	Dec. 1957	Jan. 1958	Feb. 1958	March 1958	April 1958	May 1958	June 1958	July 1958	Aug. 1958	Sept. 1958	Oct. 1958	Nov. 1958	Dec. 1958	Jan. 1959
Black																
Ceylon	2,786	3,403	3,023	3,037	3,175	2,742	3,915	4,412	2,678	2,148	3,989	3,478	4,401	3,834	3,750	3,692
India	2,353	1,914	2,528	4,152	3,043	3,445	2,714	2,272	2,271	1,935	1,188	1,927	2,327	2,145	2,925	2,501
Formosa	502	548	365	510	309	344	311	480	362	651	607	694	733	435	927	453
Africa	265	217	273	303	257	510	358	529	526	561	380	241	198	288	439	450
Indonesia	1,155	1,430	1,518	1,510	1,070	1,178	1,547	1,836	1,664	1,793	787	993	858	750	1,556	1,361
Japan	99	197	198	249	96	58	21	56	29	15	61	36	57	5	5	123
Misc.	93	218	128	116	447	598	299	207	411	340	241	272	594	217	346	424
Green																
Japan	276	35	47	71	48	119	34	29	236	351	487	223	433	36	77	47
Misc.	6	17	2	1	9	7	6	...	13	1	4	45	1	15	6	12
Oolong																
Formosa	24	19	66	13	3	36	5	11	8	11	31	32	43	56	14	21
Canton	7	15	14	7	8	12	1	...	3	3	24	8	26	15	13	9
Sentd Cntr	5	6	6	5	5	8	4	3	6	7	3	4	6	4	7	12
Mixed	12	15	19		9	8	4	5	9	16	6	10	22	12	20	13
TOTALS	7,593	8,040	8,187	9,980	8,479	9,065	9,219	9,840	8,216	7,832	7,808	7,963	9,697	7,819	10,085	9,118

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner.

Dutch sue to bar tea sale in Antwerp

from nationalized estates in Indonesia

Dutch plantation owners whose holdings were nationalized by Indonesia are planning legal action against sale of the produce of the estates in Belgium and West Germany, according to a report by Harry Gilroy in the New York Times.

Indonesian officials have announced that they will shift the marketing of tea from Amsterdam to Antwerp, Belgium.

John van Oldenborgh, chairman of the Association of Dutch Enterprises in Indonesia, said that the nationalization decree was considered in Amsterdam to be contrary to international law because it was aimed only at the Dutch and was therefore discriminatory.

This will be the chief basis for legal action in Antwerp and Bremen.

Last year's tea crop brought \$13,500,000 in the Netherlands.

Indonesians have indicated that compensation to Dutch citizens whose property has been nationalized will be granted only if the Dutch government yields to the Indonesian claim on West New Guinea.

Frank Cho, back from Formosa, reports

formal contract with Taiwan Tea Corp.

The Taiwan Tea Corp., Formosa's largest tea planters and processors, will be represented in North America by the Formosa Tea Corp., New York City, a company associated with the Sembodja Corp.

Signing of a contract on the representation was reported by Frank F. Cho on his return last month from a trip to Formosa.

Mr. Cho represented the Taiwan Tea Corp. for ten years, but this was the first time the arrangement was signed into a formal contract.

Mr. Cho made an extensive trip through the tea plantations on Formosa. He also attended the ground-breaking

ceremonies for a new plant to process the tea from raw leaf to finished product, mainly black teas.

The plant is being built by The Taiwan Tea Corp. in the heart of the largest Assamseed tea plantation on the island, Yuchi, which is at an elevation of about 2,200 to 2,400 ft.

Quality of Formosa black tea has suffered, in the past, from a lack of vertical integration, Mr. Cho indicated. This meant little control among the various stages of tea production, from the planting through the manufacturing.

Mr. Cho points out that the Taiwan Tea Corp., which took over the Mitsui properties after World War II, has been the best integrated tea organization on the island.

The new plant at Yuchi, added to other well-equipped plants, is aimed at further strengthening in this respect, especially for quality improvement of Assamseed teas, Mr. Cho said.

He is, as a result, very optimistic.

"You'll see some very nice teas from that area this year," he comments.

India's green tea hit by Japanese competition

The biggest green tea producing area in India, the Doon Valley, has been hard hit by competition from Japan.

This was emphasized recently by P. H. H. Lal, secretary of the Dehra Dun Tea Planters' Association.

India's first tea garden was planted in the Doon Valley in 1840. More than 5,500 people are now employed in tea there.

Mr. Lal blamed taxes and rapidly increasing wages for pushing up the cost of tea production in the area.

With the emergence of the Japanese tea industry, Indian tea has been eliminated from the Afghanistan market, he declared.

India sets tea export allotment

The government of India has announced the export allotment of tea for 1958-59 at 494,500,000 lbs.

This represents 67% of the crop basis for the year, which is estimated at 738,100,000 lbs.

the outlook for tea mechanization

(Continued from page 52)

Leaf can be satisfactorily withered in two and a half hours to three hours, but this is considered insufficient time to bring about the biochemical change, and to delay processing while this is brought about automatically creates considerable bulking of leaf. So if modern methods are adopted for withering leaf in two and a half to three hours, the leaf must be stored (bulked), and this means extra handling of approximately four times the weight in the green leaf state compared with the weight of the final product. Because of the bulkiness of fresh green leaf, the capital cost of a machine capable of dealing with the biochemical storage period would be considerable, when taking into account that it is desirable to make this continuous in operation, if the evil of further bulking is to be avoided.

The next stage in manufacture of black tea is that of distortion and rupturing of the leaf cells, commonly referred to as rolling. There is no common approach to this subject, although in general the machines used are of the batch type, which in some cases cooperate, or work in conjunction with, a machine which can operate continuously, depending on the type and character of the tea being manufactured. Once a satisfactory continuous operation machine has been developed, there is every reason to suppose that this all-important phase in manufacture of tea will be fully automatic in operation.

With the completion of the processing of tea immediately preceding fermentation, the main handling difficulties have been left behind. Fermentation once again entails bulking of the product, solely dictated by the batch type of machine used in the rolling or conditioning stage, which handles from 300 to 800 lbs. of leaf in one operation, according to size of machine. Fermentation is the intermediate stage between the rolling stage and drying. Then there is an abrupt change in handling procedure—from the batch to the continuous system. Drying machines are in the majority of cases machines having a continuous feed and discharge. The larger the batch of leaf entering the fermenting room, the greater the variation in fermentation, and this can only be satisfactorily resolved by the employment of fully continuous processing machines, the output of which would be exactly related to the dryer capacity.

Continuous drying

It has been mentioned that drying of tea by a continuous type machine has been established over a considerable period in the industry, and this would link up with sorting into grades, which is the final process before packing tea for dispatch. In order to deal with a multiplicity of grades, a complicated system of handling equipment becomes necessary. A reduction in the number of grades would simplify the problem and would reduce the complications of mechanizing this stage of tea manufacture to a considerable extent.

In this review, an attempt has been made to present some of the problems involved in the furtherance of the mechanization of tea. Only by diligent and patient research into the

(Continued on page 64)



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Packaging innovations, trends to be spotlighted at AMA's Exposition, Conference in Chicago

The most recent innovations and the most significant trends in the \$15-billion-a-year packaging industry will be spotlighted at the American Management Association's 28th National Packaging Exposition and Conference in Chicago the week of April 13th.

The latest in machines and equipment, materials, supplies, methods and services for the packaging process will be on view at the exposition April 13-17 in the International Amphitheatre. The exposition, annually one of the largest of the nation's industrial shows, this year will be the largest in the history of the event. Nearly 400 producers of packages and packaging components will occupy close to four acres of floor space with their exhibits.

At the conference in the Palmer House April 13th-15th, a panel of corporation presidents will delineate the expanded dimensions of packaging in industry and explain how a more integrated approach to packaging is paying off in increased profits. Packaging specialists will follow up with descriptions of new techniques designed to improve package design, utility, manufacturing, and handling.

At the opening session April 13th, six presidents will appraise the packaging function from the viewpoint of top management, taking up such questions as organization structure, measurement and control of costs, development of management talent, and the relation between packaging and marketing.

Concurrent sessions on April 14th will deal with package design and utility, and with manufacturing and handling. Speakers at the former session will report on a corporation's program for cost reduction through re-design and on new applications of aluminum, aerosol and display cards in packaging. Manufacturing and handling specialists will take up the picking and packing of service parts, requirements of packaging for the armed forces, a production control system for automated packaging, and the engineering program that produced the expanded polystyrene "cocoon" for shipping heavy precision equipment.

The final day of the conference will feature concurrent sessions for packagers of consumer and of industrial goods.

In the consumer session, emphasis will be placed on packaging for sales appeal, with descriptions of prestige packaging for fine foods, the relationship between advertising and packaging, and a point-of-sale packaging program for housewares.

Kaszuba heads equipment division for Continental

Richard S. Kaszuba has been appointed manager of the equipment manufacturing division of the Continental Coffee Co., Chicago, purveyors of coffee to hotels, restaurants and institutions, it was announced by Alvin Cohn, president.

Mr. Kaszuba joined Continental in August, 1958. He was formerly assistant manager of the division he now heads.

Previously he was plant engineer for the Standard Packaging Corp., Chicago, and assistant plant superintendent with the Cleveland Container Co., Chicago.

He served as a navigator in the Air Force during World War II.

Packaging



"Picture label" on bright new coffee can uses eye appeal for hot and iced coffee

A "picture label," showing two popular methods of serving the product has been used on the new, brightly lithographed coffee can introduced by Colonial Stores, Inc., Atlanta, Ga.

The cans, lithographed and manufactured by the American Can Co., use a bright yellow background designed to give them extra eye appeal on the supermarket shelf.

Shown on the label is an almost-full cup of freshly brewed hot coffee being poured from a white china coffee pot, and a frosty glass of iced coffee. Also shown is a china sugar and cream service, of the same white modernistic design as the coffee pot.

Superimposed over this scene is the Colonial Stores logo-type in red and brown, the words—"coffee from the choicest blends"—and a red scroll proclaiming the product to be an all-purpose grind.

The packer uses the can lid for directions on the three methods—percolator, drip and vacuum—for brewing a perfect cup of coffee. The lid is printed in brown on the same brilliant yellow background as the can body.

Distribution of the product is limited to Ohio, Kentucky, Indiana, Maryland, Virginia, North Carolina, Georgia, Alabama, Florida and Tennessee.

Bernard named general manager of Canco sales

Appointment of David G. Bernard as general manager of sales for the American Can Co.'s Canco Division has been announced by Robert C. Stolk, vice president in charge of the division's sales department.

Mr. Bernard formerly was assistant general manager of the commercial development department, Canco Division.

Prior to joining American Can in 1958, he was assistant director of marketing, Hawaiian Pineapple Co., and manager of the container products division of the Dewey & Almy Chemical Co., a division of W. R. Grace & Co.

1958/59 coffee crops for Brazil, Colombia predicted by USDA

South America is expected to have a 1958/59 coffee crop of 38,200,000 bags, with 34,400,000 bags exportable.

Brazil is now expected to have a 1958/59 exportable coffee crop of 26,500,000 bags.

Weather conditions were favorable for growing and harvest, with scattered insect damage being the only production deterrent. The crop is moving more slowly, especially in the State of Parana.

Sao Paulo is again expected to be the largest producing state, followed closely by Parana.

Excellent weather for the development of the 1959/60 coffee crop in Brazil has been reported.

Colombia's total coffee production for 1958/59 is now estimated at 7,500,000 bags, with 6,700,000 bags exportable.

Higher coffee yields in Colombia from increased fertilization are largely expected to offset drought damage in some areas.

The total 1957/58 coffee crop in Colombia is now placed at 7,800,000 bags, with an exportable production of 7,000,000.

Coffee production since 1932 has increased in all Departments in Colombia except Santander and Notre de Santander, where a downward trend has been caused by a shift to other crops.

The National Federation of Coffee Growers of Colombia proposes to reduce the area in coffee by eliminating marginal producing areas.

The Federation will encourage farmers to plant other crops and will assist the growers by providing credit and some supervision.

Caldas is the largest coffee producing Department in Colombia, followed by Valle and Tolima, with Antioquia third.

Slight increases in coffee production are still expected this season in both Ecuador and Venezuela.

Contraband coffee shipments from Venezuela will probably be reduced in the coming year, as the government is renewing its efforts to curb this activity.

There are more than 4,800 coffee plantations in Nicaragua averaging about 30 acres.

In view of the decline in world coffee prices in the last two years, the Nicaraguan government has instituted a national program to help coffee growers increase yields through efficient production practices.

meeting the problem of the surplus

(Continued from page 25)

whether this is to be done and how it is to be done, having in mind its own peculiar problems and circumstances. We have learned in this country, however, that there is a direct relationship between the amount of farm production and the incentives which the government gives the farmer to produce. If a government subsidizes a crop—and there are various ways in which this can be done—we have learned

that the size of the crop will have little or no relationship to demand and that the surplus which inevitably accumulates must then either be destroyed or purchased by the government. And we have also learned that the cost to the government—to say nothing of the cost to the consumer—of subsidizing farm production can reach proportions that will nullify all of the benefits which the economy of the country had derived from a stabilization program. The result can be a net loss rather than a gain to the economy.

There is, unfortunately, no way to avoid this problem. Trade controls, whether they be of the export or import type, by their very nature cannot deal with the basic causes of imbalance between production and consumption. They can only give governments time to restore the balance without suffering disastrous economic dislocations in the meantime. And, if continued too long without effective production measures being taken, they can even compound the imbalance by increasing the incentive of the grower to produce ever larger surpluses.

If I have expressed with candor a particular point of view concerning some of the technical problems with which we are faced, I would hope that no one would conclude that we are unwilling to consider other ideas and other suggestions. Other countries doubtless have points of view of their own and these may be better. One of the purposes of the Study Group is to encourage frank exchange of technical opinions so that individual views can be refined and perfected.

This industry, with its knowledge and experience in the field, is in a unique position to make valuable contributions to the achievement of the objective which we all seek—helping coffee exporting nations to find sound and enduring ways to prevent severe fluctuations which are so harmful to their economies. The important thing is that a common objective and a determination to surmount difficulties exist. Because they do, there are solid reasons to look toward the future with hope and with confidence.

African tea strengthens its position

(Continued from page 57)

therefore pleasing to quote the opinion expressed by the Nairobi broking firm of Thompson, Smithett & Co., "that the tendency in recent months has been for the general level of quality of the majority of teas from all districts of Africa to show some improvement by no means wholly attributable to seasonal conditions."

The emphasis is on the need for producers (not only in Africa) to concentrate on quality rather than quantity.

the outlook for tea mechanization

(Continued from page 62)

special requirements of a product which shows drastic physical changes during the various processing stages is it possible to evolve a satisfactory continuously operating machine with due regard to the process preceding and succeeding that of the machine under investigation. So development becomes more a question of research into a particular machine for a particular process, with the final link-up between machines and process stages following as a matter of course.

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

the pimenta industry of Jamaica

By DR. ERNST GUENTHER, Vice President and Technical Director
Fritzsche Brothers, Inc.

II. PIMENTA LEAVES

Harvest of the leaves:

When the pimenta berries are rubbed off the terminal branches in the field (see above), the leaves are collected as a low priced by-product used locally for the distillation of leaf oil. Thus the leaf harvest season usually coincides with that of the berries. However, there may be times when the fruit does not develop properly on the trees (for example, when the blossoms are beaten off by heavy rain); if this happens the leaves may also be gathered in the off-season.

Distillation of the leaves:

The leaves are distilled either fresh or withered, or even after storing and drying for two to three months. Drying of the leaves does not seem to affect the yield of oil, provided they have not been rained upon. Rainfall is liable to cause fermentation of the gathered leaves, which results in a low yield of oil. However, the eugenol content and the quality of the oil do not seem to be affected by wetness.

The stills are made of copper, and are of 800 to 1,000 gallons capacity, holding about 3,500 lbs. of leaf material. The still head is connected with the tub by a water seal. Stills are provided with a perforated false bottom, upon which the leaves are trampled down to assure proper packing and to prevent formation of "rat holes" through which the steam would escape without contacting all of the charge. Distillation is by low pressure steam, and lasts four and one half to five hours, including one-half hour for heating up the still contents.

Exports of pimenta leaf oil from Jamaica

	1956	1957
U.S.A.	59,764 lbs.	23,309 lbs.
United Kingdom	490 "	4,553 "
France	490 "	-
Canada	140 "	590 "
West Germany	125 "	-
Other Countries	Balance	Balance
Total	62,099 lbs.	35,920 lbs.



Pimenta berries spread out to dry on concrete platforms (barbecues).

The oil distills over in two fractions, i.e., as oil-heavier-than-water and as oil-lighter-than-water. In addition there is a milky emulsion of both oils and distillation water. The heavier and the lighter oils are combined to give the main oil. Each still is connected with three to six oil separators, arranged in cascade form. Like the stills and condensers, they are made of copper, because iron would discolor the oil. Every oil separator has an outlet for both the lighter and heavier oils. The milky emulsion of oil and distillation water is piped into a large concrete settling tank, where it separates on cooling. The oil layer thus obtained is of dark color, though of normal physicochemical properties. It is mixed with the main oil. The complete oil is filtered clear through bags and stored in steel drums for export.

Yield of oil:

Depending upon the quality of the leaves and the producing region, the oil yield ranges from 12 to 16 ounces (up to 23 ounces in rare cases) per 100 lbs. of leaves.

Quality of the oil:

Leaf oil with a very high eugenol content—up to 91%—is produced only in certain sections of Jamaica. These areas

ASTA gears for first West Coast convention, at Pebble Beach, Calif.

The American Spice Trade Association is whipping into final shape preparations for its West Coast convention.

The event will take place at one of the choicest spots on the Pacific Coast—Del Monte Lodge, Pebble Beach, Calif. The dates are May 24th-28th.

The new site is expected to add a fresh dimension to ASTA's customarily tight-paced and fruitful business sessions.

In the recreation program, Del Monte's facilities should make for one of the most enjoyable conventions yet.

Details on transportation by train or plane, and hotel reservations and rates, are available from the American Spice Trade Association, 82 Wall Street, New York 5, N. Y.

Chairman of the convention committee is Harold Gavigan, San Francisco.

lie in south Manchester, Trelawny, and Westmoreland. In most producing regions, the eugenol content of the oil ranges from 80% to 86% (usually 83% to 84%). There are areas that are known to yield oils with a eugenol content as low as 52%, but such low grade oils simply are not produced because they are unsalable.

The color of pimenta leaf oil depends on the metal used in the stills, condensers, separators and storage drums. The eugenol content is not affected by the metal.

Total production of pimenta leaf oil

There are about 12 distilleries in Jamaica, each distillery housing one still and altogether producing from 180 to 200 drums of pimenta leaf oil per year. Each drum holds 480 lbs. of oil, net.

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Exports of Leaf Oil

As a result of overproduction and falling prices (competition with clove leaf oil in the U.S.A.) a number of producers decided, some time ago, to form an association, hoping that by restricting production, i.e., by a system of quotas, and by withholding the oil, prices could be forced up. In the beginning, about 90% of the producers joined this pool, but some stayed out because they did not wish to disrupt their trade connections with customers abroad. Moreover, the independents thought that pimenta leaf oil must not be too highly priced, as it has to compete with clove leaf oil.

Most of the members of the pool are wealthy landowners, descendants of old English planters, who have plenty of capital at their disposal and can afford to hold on to their stocks. The result has been that substantial quantities of leaf oil have remained unsold, with 1957 exports being far below those of 1956. The independents, on the other hand, have been shipping leaf oil all along, one exporter alone having shipped 46 drums each in 1956 and 1957, which was more than 60% of the total production.

Direct service from East and South Africa to Pacific Coast is inaugurated

The first direct series of voyages from East and South Africa to the United States and Canadian Pacific Coast is claimed by Kawasaki Kisen Kaisha, Ltd., Tokyo, through their general agents, Kerr Steamship Co., Inc.

The new service is the result of a joint operation, combining Kawasaki Kisen Kaisha's regular fast monthly schedules with the Seaford Shipping Co. (Pty.) Ltd., Johannesburg.

Seaford had been operating a coastal service between ports in South and West Africa.

Inbound voyages will go via the Cape of Good Hope and the Panama Canal and will call at Mombasa, Dar-es-Salaam, Lourenco Marques, Durban, Cape Town, Los Angeles, San Francisco, Portland, Seattle and Vancouver.

Each of the principals in this revised operation will contribute three vessels to the Joint Services. The service from East and South Africa to the Pacific Coast will have the trade name, Africa Pacific Line. The Kerr Steamship Co., Inc., San Francisco, will act as general agents for the joint service.

Canadian spice men set convention site

The Canadian Spice Association has announced that the 1959 convention will be held June 5th-7th at the Alpine Inn, Ste. Marguerites, P.Q., in the Laurentian Mountains, about 50 miles north of Montreal.



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San Francisco Samplings

By MARK HALL

Buying by the roasters has been good and the market steady, though the buying has been hand-to-mouth, with confidence not extending beyond about 60 or 90 days. This steadiness is more satisfactory to both green men and roasters, rather than a market subject to wide fluctuations and uncertainties.

The opinion is that the change in policy in Brazil to more realistic pricing has given more confidence to the market. Brazils are available at competitive prices, and larger quantities are moving into the Pacific Coast. They are commanding a larger proportion of the blends, which is a trend to old standards.

Brazil futures convey the opinion on prices beyond the near horizon. The spread of about 9¢ between Colombians and Brazils indicate that the former may be holding the umbrella over the latter and over the Centrals. It is anybody's guess as to which country will contribute more to closing the gap.

Good milds at the present writing are hard to come by, according to local men. One reason for this is that the East is becoming more mild conscious in its blends. The West, in the past, has led in this preference. Mexicans and Guatemalans have been edging up in price, and are pretty close to Colombians.

Some roasters claim that the present situation is something of a paradox, that while green coffees have been considerably firmer of late, roasted prices have gone down again. The roasters' list price has been the lowest in nearly ten years, compensating for this is the fact that these reduced prices to the consumer should increase sales and per capita consumption.

■ Mort Adams, director of merchandising for the Tea Council of the U.S.A., made his annual appearance at the Western States Tea Association luncheon at Gino's last month. It is like a visit from an old friend, who begins where he left off. Mort always has something new to say, and puts new interest into what has been said before.

In outlining what is being done by the

Council to promote tea in the West, Mort said that from 60 to 130 spot broadcasts per week will be made in the important cities. To enhance the radio programs, the Council has developed its own tea song, which has taken hold with the public, and many requests for it have come in.

New advertising displays for the stores include a four-foot mounted color picture of a glass of iced tea. A nine-foot pole with an adhesive base allows it to be firmly placed on the floor or wall of a store. There is also a mounted color picture of a glass of tea, four feet high, which responds with a waving motion to the slightest breeze. Added to these are

**THE
BOSS**
By Mark Hall
See
"Mark my word"
on Page 28

other display incentives in demand by the store managers.

The "1-2-3" method of preparing tea has taken hold with the restaurants. This means one cup of boiling water, two ounces of tea and three of cold water. It's quick and efficient. The tea is not diluted with melting ice, as it would be if hot tea were poured over the ice. With all these selling devices and an 85% gross profit for the restaurants, it is expected that this year's iced tea program will be a great success.

John Siegfried, tea dean emeritus, won the drawing at the tea luncheon, but due to his absence the prize that would have gone to him will be added to the next drawing. If he appears next time, his chances will be about one in 15 to retrieve his loss.

A gift was tendered retiring president

Charlie Montague for his good work as head of WSTA.

Among visitors present was Ed Blesz, sales manager for Schilling's institutional division, Western region on tea and coffee sales; R. R. Sahin, consul general for India in San Francisco; Abdul Sattar, vice consul of Pakistan; and Tan Hoo Tong of the consulate of Indonesia.

In the absence of Tom Moss, president of WSTA, and Fred Vance, vice president, Larry Meyers the secretary and treasurer, took over, and he did a good job.

■ Stanton Lee, tea man at M.J.B., is conducting a class for the second term at the City College here. It has to do with the education of students in restaurant and hotel management as to the proper brewing, selecting and promotion of tea in these institutions. Most of the students are either in the restaurant or hotel business or are the sons of men already in it. As this is Stanton's second year, it can only be concluded that the school authorities thought he was doing a good job.

■ Tenco, Inc., has leased a building with 24,000 square feet at 645 Mariposa Street, where it will conduct a blending and packaging operation of instant coffees for the entire West Coast. The soluble powders are produced at the firm's plants and will be stored in San Francisco for special trade blending. This company is one of the largest of its kind in the world.

Jack Hornung, who opened the Tenco operation here six months ago, will continue to be western division manager. Jack expects to move into his new offices about the middle of April.

■ Carl Willenborg, for the past five years West Coast sales representative for Jabez Burns & Sons, Inc., New York City, has become production manager for J. A. Folger & Co. Carl has had long experience in the planning and construction of coffee plants. He worked with Folger's in planning and setting up the company's plant in Los Angeles.

■ Folger's cans were used by two Salt Lake burglars to store raw gold which, they had stolen. It wasn't vacuum packed, but probably didn't lose its flavor.

■ The DiGiorgio Fruit Corp. has purchased a controlling interest in S & W. This is the second time in recent months that control of the company has been

(Continued on page 71)

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New York News

■ ■ George Kammer, widely known in the coffee industry here and in the producing countries, died last month after a stroke. He was 64.

On Front Street for 45 years, Mr. Kammer was associated for the last few years with Anderson, Harrison & Co. Most of his time in coffee before that was with the Eppens, Smith Co., Inc., in the green coffee end.

He is survived by his wife and a daughter.

■ ■ After 51 years in the coffee industry, Front Street's Emanuel Glaser is retiring.

On April 1st he steps out of harness at George P. Bott & Co., where he is a full partner. This will close a career which began when he was hired, as a boy out of public school, by Sam Schonbrunn.

Mr. Glaser began as office boy for S. A. Schonbrunn & Co., and then shifted to C. A. Mackey & Co. as a bookkeeper.

World War I interrupted his career, but after two years he was back on Front Street, this time with Daniel Enright, in charge of the office.

About four years later he decided he knew enough about coffee to shift into the brokerage end, and he joined W. Lee Simmonds & Co. This was an association that lasted many years, during which he became a partner in the firm.

In 1937 he joined the T. Barbour Brown Co., remaining until 1955, when he became partner in the Bott organization.

During his career in coffee, Mr. Glaser made many trips to Brazil.

In retirement, he will slow up a little, he indicates. He is moving to Florida, with his wife, and plans to get in some nice easy fishing.

His many friends in the trade wish him all the best in his retirement.

The Glaser tradition on Front Street will be carried on by Manny's brother, H. A. Glaser, who is with the Beacon Coffee Co.

■ ■ Max Margolies, president of the Tea Pack Co., trade processors, was handing out cigars earlier this month.

He has become a grandfather.

It's a baby boy, Marc Jonathan, who weighed in at a nice seven pounds four ounces.

Joel Margolies, father of the newcomer, recently joined The Tea Pack Co. Mother Jeanne is doing well.

Grandpa Max, a little shaky after the experience, came back with typical bounce and vim.

■ ■ Harold Spitzform, a buying executive for The Grand Union Co. who was well known in green coffee circles, died after an illness of several months. He was 59.

Mr. Spitzform's entire career was with Grand Union. He started in 1914 as a shipping clerk in the company's coffee office, which was then located in Brooklyn, N. Y. He was later a salesman of green coffee, then a grocery buyer.

His most recent assignment was that of buyer of nationally advertised brands of coffee, tea and other grocery items for all Grand Union markets in the New York City metropolitan area, New Jersey and Connecticut. His headquarters were at the company's Metropolitan Distribution Center, Mt. Kisco, N. Y.

Mr. Spitzform was educated in Brooklyn public schools and also attended the Drake Business School.

He was a member of the New York City Green Coffee Association.

He is survived by his wife, two sons, two brothers and a sister.

■ ■ The New York Coffee Roasters Association got a firsthand report on the National Coffee Association convention last month. NCA president John F. McKiernan reviewed the highlights, and also summed up the present coffee situation.

George Gordon Paton, who also addressed the dinner meeting, read a U. S. State Department transcript of comments by Assistant Secretary of State Rubottom at his press conference in Bogota.

Bill Keogler, president of the roasters' Association, announced an innovation. At the next meeting, a panel discussion will be held on instant coffee.

■ ■ Earl B. Ackerman, vice president of Otis, McAllister & Co., has been re-appointed chairman of the coffee division of the New York City Cancer Committee's 1959 April Cancer Crusade.

The committee has set an unlimited goal for funds needed to support its life-saving programs of research, education and service.

■ ■ Harold Suttle, of Thomas J. Lipton, Inc., was a co-chairman of the annual Boy Scout Lunch-O-Ree of the food, beverage and tobacco industries.

Proceeds of the \$25-a-plate affair aided the 1959 finance campaign of the Greater New York Councils, Boy Scouts of America.

Chairing the tea, coffee and cocoa division for the affair was Robert J. Bryant, of Standard Brands Inc., assisted by Allan McKissock, also of Standard Brands; Walter H. Langseder, Thomas J. Lipton, Inc.; and Carl Seeman, Seeman Bros., Inc.

■ ■ E. H. Sennhauser has again been named chairman of the spice division for the 1959 Red Cross campaign. Mr. Sennhauser feels that many companies and their employees will want to have a hand in seeing to it that the Red Cross is kept strong and ready. New York's share of the campaign goal is \$6,000,000.

■ ■ John Tobin, coffee solicitor for the Southern Cross and Dodero Lines, was married last month. On hand for the wedding and reception was a group from the coffee and steamship trades.

Before the big event, a bachelor dinner was held for him at Fusco's Restaurant, attended by about 50 of his friends in these trades.

John and his bride went to the Bahamas for the honeymoon.

Front Street has been Jack's beat for the last ten years.

■ ■ Two ladies well known in coffee sailed last month for Brazil, Uruguay and Argentina, with a group of coffee people to see them off.

The ladies were Mrs. Lillian Wineberger, who is with J. Aron & Co., Inc., and Mrs. Louis Blumberg, widow of the late J. Aron & Co. executive.

They sailed on the Columbus Line's Burg Sparrenberg.

■ ■ Walter D. Archibald, president of Archibald & Kendall, Inc., has announced the appointment of Walter C. Hansen as vice president in charge of research and development for the spice and seasonings firm.

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109 FRONT STREET

New Orleans Notes

By W. McKENNON

■ ■ The annual installation of newly elected officers of the Green Coffee Association of New Orleans was held in the board room of the Board of Trade here.

A gold watch was presented to the outgoing president, John J. Cummings, Jr., who will serve as a member of the board of directors.

Installed were George T. Gernon, Ruffner, McDowell & Burch, Inc., president; Murray M. Squires, Anderson, Clayton & Co., first vice president; James S. Levy, Jr., J. Aron & Co., Inc., second vice president; Louis J. Castaing, Leon Israel & Bros., Inc., third vice president; Bill Ricks, A. C. Ricks & Co., treasurer.

Installed to serve on the board were Edward J. Gernon, F. D. Wilcox Co., Inc.; Trion T. Harris, Schaefer, Klausman Co., Inc.; Austin A. O'Brien Byrne, Delay & Co.; Albert Schaaf, Stewart Carnal & Company, Ltd.; Karl West, Standard Brands, Inc., and Robert Williams, Volkart Brothers, Inc.

■ ■ The New Orleans green coffee bowling league has announced that S. Jackson & Son continues as first high team, with three games at 2,365. Delta Line is again second high team with three games at 2,318; and Dupuy Storage & Forwarding Corp. is third high, with three games at 2,297.

S. Jackson & Son scored the single high team game at 897; Delta Line was second with 849, and Westfeldt Bros. third with 841.

First high individual, three games, was again H. Waguespack, Aron No. 1 team, 592; Harrell Lemonier, S. Jackson & Son, second, 562; and L. E. Dittmer, Delta Line, third with 557. First high individual game was scored by Harrell Lemonier, 239; second, L. E. Dittmer, 235; and third, Bob Nolan, Delta Line, 219.

Team's standings, at this writing, are: Delta Line, 58½; Dupuy, 47; S. Jackson & Son, 46½; Kentucky Warehouse, 46; and Biehl & Co., 45.

■ ■ D. Michael Compton, of Bowring & Dew, Ltd., London, passed through New Orleans recently enroute to Central America.

■ ■ Friends and acquaintances in the trade were grieved to learn of the death of the infant son of Thomas Buckley, of Buckley & Forstall.

Thomas Stewart Buckley, III, was only nine months old.

■ ■ Mr. and Mrs. Paul Coffmann, Coffmann Coffee Co., Des Moines, were recent business visitors in New Orleans. Mr. Coffmann called at the offices of Buckley & Forstall.

■ ■ J. Vonk, of Internatio-Rotterdam, Inc., has left New Orleans, after visits to various offices in the trade in the company of J. P. Marks, local broker.

■ ■ Mr. and Mrs. Curry Ducote, of the DeCoty Coffee Co., San Angelo, Texas, visited in New Orleans during the carnival season, and Mr. Ducote called on the trade.

■ ■ Frederick W. Delamain, southwestern representative of J. Aron & Co., Inc., accompanied by Mrs. Delamain, were visitors here for the carnival season. While in New Orleans, Mr. Delamain made his headquarters at his home office, located at 336 Magazine Street.

■ ■ Austin O'Brien is out of town on business for his firm, Byrne, Delay & Co.

■ ■ David Kattan has returned to Honduras on business for his firm.

■ ■ Members of the Southern Coffee Roasters' Association are planning on attending the meeting at Point Clear, Alabama, April 30th-May 1st.

■ ■ Mr. and Mrs. W. H. Kunz, of W. H. Kunz & Co., are visiting in California for business and pleasure.

■ ■ Jerry Toca, who was formerly with S. Jackson & Son, is now with the Jones Truck Line.

■ ■ At a special meeting of the executive committee of the Green Coffee Bowling League, an entertainment committee was appointed to handle the details of the end-of-the-season party, which will be given as soon as possible after the winter league play.

The regular schedule will run one week longer than originally planned, because games were omitted on Monday, February 9th, before Mardi Gras. Those appointed to the entertainment committee are Rodney Abele, Leon Israel & Bros., Inc., Chairman; Ed Anderson, Ruffner, McDowell & Burch, Inc., Allan Colley, Dupuy Storage & Forwarding Corp.

A trophy committee was appointed, comprising Dave Esposito, J. Aron & Co., Inc., chairman; Fred Goebel, Kentucky Warehouse; and L. Seeger, Biehl & Co.

■ ■ Luzianne Coffee ran a half page

ad in the Times-Picayune, with this headline: "Thanks, New Orleans — we're out of mugs!" The copy explained: "Sorry, Luzianne is out of coffee mugs. Your overwhelming acceptance of Luzianne Coffee in the family-size three pound pail has exceeded our wildest dreams. Luzianne ordered what was anticipated as a six-month supply. When we saw this imported stock dwindling we purchased every available mug of this type in the United States. We're still unable to meet your demand . . . Your grocer may have a few Luzianne mugs left . . . Luzianne's mug offer will be repeated . . . But in the meantime, remember this: When you buy Luzianne, you're enjoying the world's finest coffee. And when you choose Luzianne's handy three pound pail, there's always a valuable premium inside."

■ ■ J. H. Edwards, Sr., a long-time New Orleans coffee broker, died recently at the age of 72, after a short illness.

He had operated the firm of J. H. Edwards Coffee since 1910 and was vice-president and a director of the Jackson Brewing Co.

Mr. Edwards at one time operated the fifth largest coffee brokerage firm in the United States, with offices in New Orleans and New York. He represented coffee exporters in all of the coffee producing countries of the world.

He was a member of the Green Coffee Association of New Orleans and New Orleans Board of Trade.

In addition to his son, Mr. Edwards is survived by his widow, three daughters, and 14 grandchildren.

St. Louis

By LEE H. NOLTE

■ ■ The St. Louis Coffee Club had its election of officers at the Stymie Club.

The 1958 officers were considered so good that the membership unanimously reelected them to office for 1959:

President, Edmund L. Koch, coffee buyer for the Old Judge Coffee Co. and the Levering Coffee Co. of Baltimore, Md.; vice-president, James F. McKenna, connected with the McKenna Co., Inc.; secretary, Walter Sipp, coffee buyer for the Jas. H. Forbes Tea & Coffee Corp.; treasurer, Eugene N. Crowson, foreign freight agent for the Illinois Central Railroad here.

The group also unanimously voted to have two golf parties this summer, and a big Christmas party for the ladies.

It was again made known that all coffee roasters, importers, brokers and allied line representatives are very welcome to attend all of our meetings.

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San Francisco

(Continued from page 67)

sold. The first time was to United Vintners.

■ ■ George Moran has been ill and in the hospital. It is hoped that he will soon be on the way to recovery.

■ ■ Dick Sutherland, of Leon Israel & Bros. Inc., New York City office, was in San Francisco for a short visit.

■ ■ Don Dunn, of Haas Bros., spent some time last month in Los Angeles on business.

■ ■ Ernest R. Senn, until recently on the Coast as vice president and general manager of the Grace Line and the Johnson Line, has been transferred to New York where he will have charge of the Pacific Coast and Great Lakes operations of the company. D. N. Lillevand, vice president, will take over Mr. Senn's duties as general manager of the San Francisco office for the Grace and Johnson Lines.

■ ■ Tom Duff spent some days roaming around the Northwest for business last month.

■ ■ Ed Johnson, Sr., has a lot of business throughout the Midwest that needs his attention, so he visited that region last month, with a stop in Chicago.

The Grace Lines are happy to announce that in February they had two ships with 60,000 bags of coffee for the West Coast. This was not all. Harry March says that Mexican coffees began to move in February. They had been somewhat late.

■ ■ A while back it was Ed Manning, now it is Bob, who has attracted the attention of columnists, this time Charles Einstein, feature writer for the San Francisco Examiner. Bob explained to the Examiner how coffee is blended, the history of coffee in San Francisco, and the high position the city holds for good coffee in the country. The Manning's cupping room, tables and Andy Glover are part of the coffee tradition in San Francisco. As Einstein said, "Coffee tasting, like other arts, such as sculpture and crap shooting, has undergone no significant change in all its history." The permanence of the cuspidor might be mentioned, too.

■ ■ Walter O. Granicher, of Leon Israel

& Bros., Inc., has been appointed a member of the U. S. Army Coffee Advisory Committee for the Pacific Coast replacing John E. Duff.

Northwest

■ ■ "Easier access and shorter lines of communication are tending to bind North and South America closer together culturally, politically, and economically," J. R. S. Hafers said last month at a meeting of the Northwest Coffee Association, held at the Minneapolis Athletic Club.

Mr. Hafers is president of the Pan-American Coffee Bureau and he is also chief U. S. representative of the Brazilian Coffee Institute.

The coffee official also reviewed the importance of Latin American trade to the United States and particularly to the Minneapolis area, in an informal talk to coffee leaders of the Twin Cities.

Illustrating the extent to which our economic life is influenced by factors of international trade, Mr. Hafers noted that the principal Latin American coffee growing countries buy goods and services produced in Minnesota, the Dakotas and Wisconsin at an annual rate of \$161,000,000. Producing these goods furnishes full-time employment for 21,500 workers earning over \$100,000,000 per year, a sum which feeds back into the local economy and helps to stabilize wages and employment.

On the other side of the coin, Mr. Hafers pointed out that these goods and services of local origin must be paid for largely by dollars derived from the sale of coffee. Hence, as coffee prospers, he declared, so prospers the economy which coffee, either directly or indirectly, serves.

"Frequent and convenient interchange of ideas, and especially the spirit of co-operation evidenced by the United States government and the U. S. coffee trade in helping us to find practical solutions to our problems, has brought about a closer and more sympathetic hemispheric attitude," Mr. Hafers said.

"What was once a three-weeks' trip is now an overnight hop from New York to Rio. No longer are we remote and far removed from the Twin Cities area, or indeed from any other section of the

United States. The coffee roasters of the Twin Cities will find the channels of communication with the coffee growing countries always open and receptive."

Mr. Hafers served during World War II as a commissioned officer in the Brazilian Air Force, attached to the U. S. Air Force.

Chicago

By HARRY LANE

■ ■ Thomas J. Sexton is now vice president in charge of the tea and coffee departments of John Sexton & Co. at their Chicago headquarters plant, 4501 West 47th Street. During 1959, the company is celebrating its 76th year in business.

■ ■ Will Glazer plant superintendent of the Coffee Corp. of America, Chicago, for many years, passed away last month from a heart attack. He was a veteran of the Chicago trade. Two daughters survive.

■ ■ S. S. Rudin has organized the TVI Coffee Service, with headquarters at 2540 West Huron Street, Chicago.

■ ■ The Cory Corp. has named Herbert Baker Advertising to handle all national and trade advertising for several Cory divisions.

■ ■ Our sympathies are extended to President Harley V. McNamara, of the National Tea Co., on the death of his mother, Lonie McNamara, at her home in St. Louis.

Southern California

■ ■ Correct methods of brewing coffee in the home was the subject of a television broadcast presented by John C. Leach, western field representative of The Coffee Brewing Institute, over station KNXT-TV, Los Angeles.

Appearing on the Kendis Rochlen Show, Mr. Leach demonstrated the art of brewing good coffee in the three most popular appliances, namely, a percolator, a drip pot and a vacuum maker.

His easy to follow directions were the recommendations of The Coffee Brewing Institute of New York, non-profit research and educational organization devoted to the improvement of coffee as a beverage.

the Latin American agreement

(Continued from page 13)

stale. The Scandinavian countries provide a good example. Their per capita disposable income is less than in the United States, yet per capita consumption of coffee is higher.

In many countries of Western Europe, governmental arrangements, mostly high duties and taxes, discourage consumption, primarily through their price-raising effect. As a result, people cut down coffee consumption.

The Board of Directors of the Latin American Coffee Agreement has decided to appoint a committee to study the situation and propose measures to cope with it. The Latin American coffee producing countries, with over three

fourths of the world coffee trade, should obviously make every effort possible to have these consumption-restricting duties and taxes removed, or at least lowered.

The Agreement, signed last September in Washington, is to remain in force for a period of 12 months, expiring in its present form at the end of September, 1959. This allows enough time to study and draft the new agreement, which will supersede it, based on the experience derived from its actual functioning. A group will start immediately, with specific instructions to cover other aspects not contemplated in the present instrument, including export quotas to the United States of America, and to make sure no gap of any nature is left between the agreement now in effect and the one that will follow it.

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See Page 3



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The extensive facilities of Eppens, Smith Co., Inc.'s modern, new plant can be put to work for you, roasting, blending and packing your own private label brand **coffee** or **tea**.

COFFEE SERVICE

Since 1855 we have been Importers and Jobbers of a full line of green coffees, Roasters, Blenders, and Packers of highest quality coffee. Our service includes: supplying green coffee, roasting and blending to your specifications, packing under your label . . . including instant coffee: samples of your coffee matched and prices quoted.

TEA SERVICE

Since 1855 we have been **direct** importers of teas from all tea producing countries. We, therefore can supply you with all your requirements for bulk tea, and tea bags. We will pack to your specifications and under your label.

Our modern plant, conveniently located for highway and rail transportation, plus the Eppens, Smith Company's 102 years of experience, assure you the lowest prices for quality products, and the utmost in dependable service.

EPPENS, SMITH CO., INC.

520 Secaucus Rd. Secaucus, N. J.

Established
1855

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